



2<sup>nd</sup> December 2010

To whom it may concern

Jeff Hardman of Barnhill Marketing worked with Jones Bros Civil Engineering UK over 5.5 days to successfully deliver an internationalisation project under the International Business Wales Programme.

Completing this project helped us identify some markets not previously considered by ourselves. We feel that Jeff's flexible and encouraging attitude aided us in reaching these conclusions.

Jeff took the time to listen and learn about our Company. This enabled him to make valid suggestions as to how we should progress with our strategy in the future. He helped us identify and implement subtle changes to help us promote our international credentials to our clients changing their perception of us away from the small Welsh Company, to one capable of working throughout the UK and beyond. This was supported with a clear plan of the steps we need to take to carry this project forward and provided supporting messages for us to use.

Overall, this project was an enjoyable, straight forward and enlightening experience as he was able to work with and enhance the strategies we currently had in place.

Ruth Jones  
Commercial Manager

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