

*“Tastes
Like
More”*
Personal Chef Service

December 10th, 2007

Suzanne Couillard

USPCA Certified Personal Chef

When we started our Personal chef service, like most startup businesses, we advertised in several different media. The return on investment for our efforts was very poor. It seemed as though people were not noticing the ads and we needed to find a more effective way for people to notice us.

We decided to have our company name and logo put onto our company vehicle. Upon calling Car Pretty we immediately got a warm welcome and made an appointment for a consult. Tammy spent considerable time with us discussing options, deciding what size and style lettering would look best on our vehicle and even showed us what it would look like by superimposing the logo work on an image of our truck.

Having gotten an estimate and feeling very comfortable with the people and service so far, we went for lunch and let the experts at Car Pretty do their magic. We were total impressed by the work performed. The lettering and company logo were perfectly sized and positioned and without question added to the look of the vehicle rather than simply looking like an advertisement.

The question was, would it work? Would people notice us now? Well, driving home from Car Pretty, we got a call from someone driving behind us, asking about our service and it hasn't stopped since. Without question, the logo work done by Car Pretty has been the single most significant contributor to the growth of our business and the cost to have the logo work done was less than any of the other advertising media we had attempted to date. It alone generated enough new business for us to survive in the early days and was one of the best business decisions we have made.

We have since changed our vehicle and returned to Car Pretty to have our new Saab 97x embellished by the craftsmanship of the experts at Car Pretty. As was the case the first time around, Tammy worked with us to create a layout that would work with the vehicle's window shapes and body contour.

We continue to get new clients due to the wonderful work of Car Pretty and refer friends to them every occasion possible. Thank you Car Pretty, especially Tammy, for your professional, courteous and personal service. As long as we have a business, you have a customer.



Member of the US Personal Chef Associations

Phone: (780) 910-3156 Fax: (780) 460-4621 Email: suzanne@tasteslikemore.ca Web: www.tasteslikemore.ca

