

12 October 2023

**Letter of Recommendation**

To whom it may concern,

Afsana and Endor By Design has been a fundamental partner in building the Digital Local Store Strategy for Spur Corporation. We first approached her over 6 years ago with a need to create a standard practice that local businesses can follow for social media.

A framework that is low risk and low maintenance but high impact in building and nurturing relationships with customers. She built out course material, facilitated workshops, built and maintained the community on the Academy Website as well as a private Facebook group.

As a leader in developing effective social media strategies for localised businesses, she has always managed (and often exceeded) our expectations. She also supported in organising and managing localised marketing conferences for this network.

Regards,

Sherrilynne Andreas