

Sequence Project Activities

WBS ID	Activity Task Name	Predecessor
1.1	RFQ to Sourcing Team	None
1.2	Review Quotes and Sample	1.1
2.1	Detailed Execution Plan	None
2.2	Fieldwork Agency Choice and Cost	1.2
2.3	Questionnaire Preparation	2.1
2.4	Fieldwork guidelines and other material preparation	2.3
3.1	Launch Fieldwork	1.2 and 2.4
3.2	Fieldwork monitoring	3.1
3.3	Data Processing preparation, car feature & spec check, cleaning, segment recode	2.3
3.4	Test data analysis	3.1 and 3.3
3.5	Analysis plan	3.4
3.6	Reporting Template finalization	3.5
3.7	Client deliverable platform design	3.6
3.8	Fieldwork Close	3.2
4.1	Finalization of data	3.8
4.2	Analysis and reporting	4.1
4.3	Press Release	4.2
4.4	Executive Summary and Management Presentation	4.3