

Project Budget

1. Cost of survey fieldwork for 6,000 samples – \$ 100,000
2. Internal labor costs
 - a. Sourcing Associate – 1 no. X 3 man days X \$ 400/day = \$ 1,200
 - b. Fieldwork associates – 2 nos. X 15 man days X \$ 400/ day = \$ 12,000
 - c. Data Processing associate – 1 no. X 15 man days X \$ 400/day = \$ 6,000
 - d. Research Analyst – 1 no. X 15 man days X \$ 600/day = \$ 9,000
 - e. Project Manager – 1 no. X 30 man days X \$ 800/day = \$ 24,000
 - f. Research Director – 1 no. X 10 man days X \$ 1,200/day = \$ 12,000
 - g. Internal Labor burden (55%) = \$ 35,000

TOTAL labor costs = \$ 99,200

3. Expected Study Revenue
 - a. No. of subscribing clients = 10
 - b. Average study subscription fee = \$ 50,000
 - c. Total revenue = \$ 500,000

4. Contribution margin = 60%