

MARKETING RESEARCH AUTHORITY
(DOMESTIC)

(Recommended Proposal Attached)

Date:	March 3, 1995	No.	1995-48D
Description:	LUCKY STRIKE QUALITATIVE ADVERTISING RESEARCH - GATEWAY CITIES		
Requested by:	A. A. Strobel	Research Req. Attached:	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
		Budgeted:	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
	Original Budgeted Amount:		\$0
Competitive Proposals Obtained: <i>Only two bidders because third supplier has not yet signed B&W contract.</i>			
Supplier	Cost (\$)	Est. Travel	Total Cost
Analytic Insight, Inc.	27,000	2,500	29,500
Goldfarb Consultants	29,216	2,500	31,716
Projected:	Summary of MRD Budget		1995
Internal Init. Date	3/1/95	Total Area Authorized:	500,000
Field Start		Current Balance Available	382,575
Wave(s)	3/20/95	This Change:	29,500
		(From Current Budget)	
Field Complete			
Wave(s)	3/25/95	This amount:	0
		(From Next Year's Budget)	
Final Report Due		New Balance:	353,075
(Supplier Rpt.)			
Wave(s)	3/31/95	Committed to Date:	146,925
		(Current Year)	
		Project Type:	Qualitative Research
Sample Size:			(Product Test, A&U, etc.)
Recommended Supplier:	Analytic Insight, Inc.		
Reason(s) for Recommendation:	Lowest Bid		
Submitted By:	<i>Cynthia Strobel</i>	Date:	3/3/95
Analyst:	<i>[Signature]</i>	Date:	3/3/95
Approved By:	<i>[Signature]</i>	Date:	
Asst./Mgr. Con. Res. (to \$100,000)		Date:	
Approved By:	Director Forecasting & Mkt. Res. (to \$250,000)	Date:	
Approved By:	<i>[Signature]</i>	Date:	3/3/95
Senior VP Marketing (to \$1,000,000)		Date:	
Budget Check:	<i>[Signature]</i>	Date:	
Vicki Clark		Project No.:	
		Acct. Name:	

Original: Project File
cc: IL Williams

MLADOM

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