

MARKETING RESEARCH AUTHORIZATION
(Recommended Proposal Attached)

Date: 4/15/90

No. 6

Description: Y-I Ultra 100's vs. Winston Ultra 100's

Requested By: W. T. Carpenter

Research Request Attached: Yes ☒ No ☐

Budgeted: Yes ☒ No ☐

Original Budgeted Amount 23.3

Competitive Proposals Obtained:

Supplier	Cost (\$)	Est. Travel	Total Cost	Cost Per Interview
Kapuler	\$33,675 +10%Est.	\$2000	<u>\$35,675</u>	\$84.2
Market Facts	\$35,000 +10%Est.	\$2000	\$37,000	\$87.5

PROJECTED:

Internal Init. Date 4/10/90

Summary of MRD Budget

Total Area Budget: 1990

370,000.00

Ext. Auth. Date 4/12/90

Current Bal. Available: 199,900.00

Wave(s)

This Change: -35,675.00
(From Current Budget)

This Amount -0-
(From Next Year's Budget)

Field Complete 6/10/90

Wave(s)

New Balance: 164,225.00

Final Report Due 7/9/90

(Supplier Rpt.)
Wave(s)

Committed to Date: 205,775.00
(Current Year)

Project Type Product Test
(Product Test, A&U, etc.)

Sample Size: 400

Recommended Supplier: Kapuler

Reason(s) for Recommendation: Lowest project costs

Submitted By:

P.W. Pubney

Date 5/2/90

Approved By:

P.W. Pubney

Date 5/2/90

Approved By:

L.E. Gravely

Date

Approved By:

Date

Budget Check:

S.A. Howard

Date 5/3/90

Original - Project File

cc:

S. Willinger (3)

Project No. 1990-48B

K. A. Hutchison/S. A. Howard

Account Name BARCLAY

MRD0006 (revised 3/90)

PPH0425

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