

MARKET RESEARCH AUTHORIZATION
 (Recommended Proposal Attached)

Revised per 6DR
 request; waits II-II
 to be on one MRA
 LS

Date: 10/9/87

No. C-40

Description: CAPRI Expansion: California - ASU Wave II

Requested By: S. H. Trebilcock Research Request Attached: Yes No

Competitive Proposals Obtained:

Supplier	Cost (\$)	Est. Travel	Total Cost	Cost Per Interview
Kapuler Market Research	\$ 70,825 +/- 10%	-0-	\$70,825 +/- 10%	\$47.22
Market Facts, Inc.	\$112,000 +/- 10%	-0-	\$112,000 +/- 10%	\$74.67

Projected:

Initiation Date 8/3/87

Summary of Research Budget

Total Area Budget: 780,900.00

Field Start 9/23/87*

Current Bal. Available: (381,583.08)

Field Complete 10/11/87

This Change:
 (From Current Budget) -70,825.00

Final Report Due 11/16/87

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

*Actual start date on 4th

part of supplier. Technically
 was due to start 9/7 (4th)
 10 week post-intro period)

New Balance: (452,408.08)

See Project File Note

Committed to Date: 1,233,308.08

LJS 10/13/87

(Current Year)

Sample Size: 1,500

Recommended Supplier: Kapuler Marketing Research

Reason(s) for Recommendation: Low bidder.

Submitted By: R.J. Spurrier Date 10/9/87

Approved By: L. J. Spurrier legally Date 10/13/87

Approved By: L. E. Gravely Date _____

Approved By: _____ Date _____

Approved By: _____ Date _____

Budget Check: K. F. Lyle Date _____

Original - Project File Date _____

cc: S. Willinger (3) Project No. 1987-113CA

G. D. Raphael Account Name CAPRI

V. Hansberry (If Int.)