**Proposal for Market Research Consulting for:**

Traeger Wood Fired Grills

Requested by:

Date:

**Scope:**

This proposal covers the agreement to provide marketing research in response to the following question:

Traeger is currently reviewing their pellet distribution strategy and considering changes to the number and mix of SKUs in current and potential future distribution outlets. Currently the distribution outlets include: Hardware Stores (i.e. Ace Hardware), Big Box Home Improvement Stores (i.e. HomeDepot and Lowes), Large Discount Membership Stores (i.e. Costco), and to a lesser extent traditional grocery stores. The primary objectives is to understand the current sales mix at each of these locations, measure and collect consumer preferences about the flavor variety of pellets, develop a model (currently considering a TRUF or TRUF-like model, but this is subject to change after evaluating the existing sales data) to understand and predict customer shopping behaviors, and prepare a set of recommendations for each major outlet being considered. This project will be used by the marketing team responsible for pellet strategy at Traeger to develop an updated distribution program for pellets.

The project consists of the following phases:

1. Review and analyze existing sales data (Approx. 2 weeks)
2. Design, manage, and analyze survey (Approx. 3 weeks some of which will be concurrent with phase 1)
3. Prepare report and recommendations (Approx. 1 week)

**Timeline:**

It is anticipated that this project will be completed within 4 weeks of receiving the existing sales data.

My current understanding is that an individual has been hired to manage the pellet strategy at Traeger with an anticipated start of the beginning of April. I should have preliminary results to share with her/him soon after they start with the full report being delivered mid-April.

Please Note: With the current health situation surrounding COVID-19 and SARS-COV-2 securing sample for the project may be delayed. Since the survey will be administered online, I don’t anticipate significant delays, but we may have difficult coordinating with panel providers and securing samples as quickly as we would in normal situations.

**Cost:**

<REDACTED>

The full consulting fee will be due within 30 days of the receipt of the invoice. The invoice will be sent upon completion and acceptance of the project. A W-9 is available upon request.

**Acceptance:**

Thank you for the opportunity to work on this project please let me know if there are any adjustments or scope changes that you would like to make. The work will commence upon receipt of the sales data and the signed agreement.

**Customer Signature:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date:\_\_\_\_\_\_\_\_\_\_\_**