MARKETING RESEARCH AUTHORIZATION
(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**	X	**No**	
		Budgeted:	**Yes**		**No**	X
		Original Budgeted Amount:	$0			

Competitive Proposals Obtained: ***Only two bidders because third supplier has not yet signed B&W contract.***

Supplier	Cost ($)	Est. Travel	Total Cost	Cost per Interview
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: Amelia Strobel — Analyst — **Date:** 3/3/95

Approved By: [signature] — Asst. Mgr. Con. Res. (to $100,000) — **Date:** 3/3/95

Approved By: _____ — Director Forecasting & Mkt. Res. (to $250,000) — **Date:** _____

Approved By: [signature] — Senior VP Marketing (to $1,000,000) — **Date:** 3/3/95

Budget Check: Vicki Clark — Vicki Clark — **Date:** _____

Project No.: _____
Acct. Name: _____

Original: Project File
cc: H. Williams

MRADOM

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