

BUHI SUPPLY CO: FOCUS GROUP MODERATOR GUIDE

Introduction Script:

Thank you for coming. My name is [____]. I'm a moderator with Star Research, Inc., an independent research firm hired by Buhi. Welcome!

Today, we're going to talk about a potential new product line from Buhi. We're going to discuss how you might use this potential product and gather your input on some design elements before actual prototypes are developed.

Because I do not work for Buhi, I want you to be completely honest in today's discussion. You're not going to hurt my feelings. I'm a neutral party, and I don't have a stake in the outcome. So please don't hold back your thoughts regarding the ideas you're about to hear. And please don't be worried if you have an opinion that differs from the group. It's important that I hear from everybody.

After a few other sessions are conducted, Buhi will be provided a report to give them guidance so they know they are going in the right direction. My team and I are going to compile all responses from the sessions to create the final report. I may quote you in the report, but please know that your individual comments will not be associated with your name.

We have a couple of hidden guests with us here today. Behind the two-way mirror, we have a couple of members of the Buhi product development team. They are interested in hearing your thoughts firsthand. However, we don't want them to distract our conversation. Also behind the mirror, is a member of my team taking notes. We are also audio recording the session to aid in transcription of your comments. I only ask that you don't speak over one another so that our note taker can take clear notes. A couple of other quick ground rules: (1) please turn off cell phones, and (2) bathrooms are outside in the lobby. If you must use the bathroom, please hurry back because we have a lot to cover in a short period of time.

You're here today because you each have something in common: You have purchased a Buhi product within the past two years. While some of you may have purchased a single product during that time, others in the group have purchased multiple products. We have a good mix here today.