

MEMO: **BUHI SUPPLY CO. RFP (1)**

Methodology Selected

| Methodology | Description | Geography and Time | Investment and Deliverable |
|--------------------|---|--|---|
| Secondary Research | Review of 5-10 articles, websites, and/or databases | n/a | Summary report with recommendations: \$5,000, One Week |
| Focus Group | Four groups of 10 category users | One West Coast city One East Coast city Two Midwest cities over Four Weeks | Cost per recruited participant (CPR): \$125 Travel: \$10,000 Food & participant incentives: \$15,000 Moderator: \$8,000 Report development: \$5,000 |
| Survey | 1,000 category users | Three weeks | Cost per survey (CPS): \$6 Analysis & report development: \$5,000 |

MEMO: BUHI SUPPLY CO.

RFP (2)

Research Question

Buhi Supply Co. is a mid-market, e-commerce, and retail bag supplier. They are hoping to branch out into the luggage industry with quality small medium and large luggage pieces. Their questions explore the current state of the luggage market, what features are most desirable right now, and what pricing should look like.

Justification

The total cost is \$59,000, which falls into Buhi's budget and the timing fits within the 8 week timeline. Buhi's broad range of questions calls for three different types of methodologies. The secondary research is important for answering the questions about market share and desirable features for luggage. The focus group is good for answering questions that require a more in depth review concerning user experience and discovering new desirable features. Finally, the survey is valuable for getting more quantitative data on pricing and desirable features from a larger sample size.