* Purchase Order Sheet ■

INFOBRIDGE Marketing & Promotions Co., LTD.

2-7-13, Kita-Aoyama, Minato-ku, Tokyo, JAPAN

TEL: 81-3-4572-0641

1. Project ID:　230052DO
2. Project Name: Suntory Home visit interview in Mumbai
3. Project Summary:

| Objective | To know the middle class family lifestyle in Mumbai, especially focus on their drinking habits by visiting their house and taking interviews. |
| --- | --- |
| Study method | 1. Home visit interview (LOI =1 hr)
 |
| Target CitiesandSchedule | Mumbai: 3rd of September, (Sun). from 1PM to 4;00PMLocation is on route from Dharavi Slum and Mumbai International Airport (to save time of arriving at the Airport by 5:30PM- 6:00PM)NOTE: <https://goo.gl/maps/garP1bDmZ4KzrhqY8> \* They will attend the Dharavi Slum tour on the 3rd in the morning and it will end at 12:00PM. They have to go to the international airport to go back to Japan at 4:00PM. |
| Sample size |  8 households (divided 4 teams ) |
| Target criteria | - Middle class (AHI=5 to 8 lakh) and upper middle class (AHI= 10 to 20 lakh)- Married (with children), excluding single / divorcedChildren's ages should be diversified (i.e. the eldest is 15 y/o, the youngest is 8 y/o)- Those who drink alcohol once a week at home - English speakers |
| Quota ofsample | - One middle class and one upper middle class per team- Children's age should be diversified (i.e. eldest is 12 yrs, youngest is 5 yrs, etc) |
| Visit time | The study team is divided into three and one team visits two households, i.e. 1st 1PM-2PM, then 2nd 3:00PM-4:00PM NOTE: One team consists of 4 people, so # of visitors are totally 5 per home visit, including the moderator. |
| Working items | 1. Recruitment & incentive
2. Accompany the client (4 teams)
3. Moderation (4 people, 1 person per each team)

NOTE: cabs are not needed (hired by the client side) |
| Deliverables | 1. Recruitment details
2. Appointment and follow-up to visiting destinations
 |
| Contact Person | Etsuko Ishida |

1. Project total cost (USD):

| Total cost | 1. Recruitment and incentive (8 with two buffer) : USD 800
2. Moderation (4 nos.) : USD 800
3. Project Management Fee: USD 480
4. + 2) + 3) = 2080
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Signature: Date: 2023-7-31

| INFOBRIDGE Marketing & Promotions Co., Ltd. | Market Xcel Data Matrix Pvt. Ltd. |
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Schedule:

| Commissioning + Sharing screening questionnaire | Week of 14th Aug |
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| Recruitment | 21st Aug – 31st Aug |
| Sharing selected respondents house details with geo co-ordinates | 1st Sep |
| Field Work | 3rd Sep |

NOTE：Field work day timeline

| Sample | 13:00-14:00 | 15:00-16:00 |
| --- | --- | --- |
| Team 1 | 1 Middle class | 1 Upper class |
| Team 2 | 1 Middle class | 1 Upper class |
| Team 3 | 1 Middle class | 1 Upper class |
| Team 4 | 1 Middle class | 1 Upper class |