* Purchase Order Sheet ■

INFOBRIDGE Marketing & Promotions Co., LTD.

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

TEL: 81-3-4572-0641

Project ID:　230047DR

Project Name: Dessert India

Project Summary:

|  |  |
| --- | --- |
| Objective | To understand what desserts / sweets are generally given to children in India (can focus on north India) |
| Study method | 1. Desk research 2. Interviews to housewives who have the eldest children up to 12 y/o |
| Desk research - Contents of the report | |  | | --- | | 1. Major desserts for kids which generally mothers in middle-class+ cooks / prepares for them - totally **5 to 10 items** | | * + Recipe name, Ingredients, how to cook (briefly) and its visual (photos/images)   + Clarify which areas they are more eaten (South, North, West and / or East) | | * + Need to include at least **three desserts which contain milk** (milk is used as an ingredient) | | 1. Popular "Indian" dessert mix / ready to cook desserts cooked for kids - **totally 10 items.**    * product name, brands, photos of the package (from website), brand, weight & MRP, and how to cook/prepare | | * + Need to include at least **three desserts which contain milk** (milk is used as an ingredient) | | 1. What kind of fruits are more likely to be eaten by kids    * The client requests to include **strawberries, pineapple, melon, mango, and blueberries**, but please **include popular ones** and tell in details - frequency of eat, when they eat, which season, what situation they are eaten more, etc. | | 1. Types of milk and definition sold in Indian market (check FSSAI) | | 1. Efficacy of milk, especially for kids (believe in India) | |
| Interview details | Target : housewives, AHI = 7 lakh+, eldest child is up to 12 y/o  Sample size and quota: 3 per each city – Delhi and Mumbai, totally 6 samples  Questions: See in the attached excel file |
| Working items | 1. English report (in PPT) 2. FW and data collection and data input |
| Deliverables | 1. English report (in PPT) 2. Excel file (in English) |
| Contact Person | Etsuko Ishida |

Project total cost (USD):

|  |  |
| --- | --- |
| Total cost | Desk : USD 350  Interviews : USD 300 |

Signature: Date: 2023-6-28

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

Schedule

|  |  |
| --- | --- |
| Initiate the study | 23th of June, 2023 |
| Interim report for 1) | 29th of June (Thursday), 2023 |
| Final Report for 1) | 30th of June if possible, deadline is 3rd of July, 2023 |
| Final data delivery for 2) | From 28th June to 11th of July, 2023 |