* Purchase Order Sheet ■

INFOBRIDGE Marketing & Promotions Co., LTD.

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

TEL: 81-3-4572-0641

Project ID:　220056DM

Project Name: New office building ideas interview

Project Summary:

|  |  |
| --- | --- |
| Objective | Understand current and future trends regarding large to mid-sized office buildings in India to plan their products (electrical materials) for mid-sized buildings.The aim of the project is to collect information to find future signs for office architecture, style, facility, management, etc. from various points of view. |
| Method | Primary intervention (2 hours per person) + their office building observation |
| FW date & Cities | From 13th (Thu) to 14th (Fri) : Delhi NCR From 17th (Mon) to 20th (Thu): Mumbai |
| Target criteria and sample size | Total: 3 targets, English speaker only* Architect in Architectural design offices - involved in office buildings, 10+ architects are belonged); 1 from Mumbai
* MEPs among the top / mid-level (with active projects including office buildings), who involved in decision making of electrical equipment for buildings: 2, one from Delhi, one from Mumbai
 |
| Methodology & Key Information Areas | Primary intervention - 2 hours question & answer session 1. 1 hour for the introduction of their profile and their major projects of office buildings, then recent office trends in details (mainly speaking by the respondents)
2. 1 hour about their challenges & hurdles to improve office buildings, then evaluation of ideas (by showing show cards)
3. Their office/building tour – observe the offices of the respondents (if available)
 |
| Working items | - Recruitment (use screener sheet, then I will check and if I need to pre-online interview, I will inform you)- Assign a moderator (English speaking & English moderation) for doing 3 interviews- Assign a researcher for each city for making summary notes- Collection of company profile document (only if the respondents prepare and use during the interview) from the respondents- Create summary note for each interview (English)-> We will prepare format of summary note- English transcripts |
| Deliverables | * Screener sheets (for final respondents)
* Summary notes per interview
* English transcripts per interview
* Company profile document (only if the respondents use during the interview)
 |
| Contact Person | Etsuko Ishida |

Project cost (USD):

|  |  |
| --- | --- |
| **Total cost** | **USD 2,220** |
| Recruitment | 200 X 3 = 600 |
| Interview (at their office - 2 hour sessions plus one building tour+ Moderator + respondent incentives) | 250 X 3 = 750 |
| Collect company profile brochure (if the respondent uses during the interview) from the respondentsCreate summary note of the presentation and interview | 150 X 3 = 450 |
| English transcripts | 140 X 3 = 420 |

Signature: Date: 2022-9-28

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

Schedule

|  |  |
| --- | --- |
| Initiate the study | 28th of Sept, 2022 |
| FW | From 13th (Thu) to 14th (Fri) : Delhi NCR From 17th (Mon) to 20th (Thu): Mumbai |
| Summary note submission | On-rolling basis, by 27th of October  |
| Transcript delivery | On-rolling basis, by 28th of Oct or 1st of November |