

SALES ASSOCIATES AND DEALERS

(POSTAL SURVEY)

- o SAMPLE DESIGN AND SELECTION (NAMES AND ADDRESSES SUPPLIED BY COMPANY)
 - APPROXIMATELY 400, IF POSSIBLE
 - INCLUDES DEALERS, AGENTS, ETC.
- o R & D TO DEVELOP EXPECTATIONS LIST
- o FOCUS GROUP TO AUTHENTICATE LIST
 - 2 IN TORONTO
- o QUESTIONNAIRE DESIGN (FRENCH AND ENGLISH)
 - SELF-ADMINISTERED POSTAL SURVEY
 - APPROXIMATELY 10 TO 15 MINUTES TO COMPLETE
 - 3 OPEN-ENDED QUESTIONS
- o PRE-TEST OF 25/QUESTIONNAIRE MODIFICATION