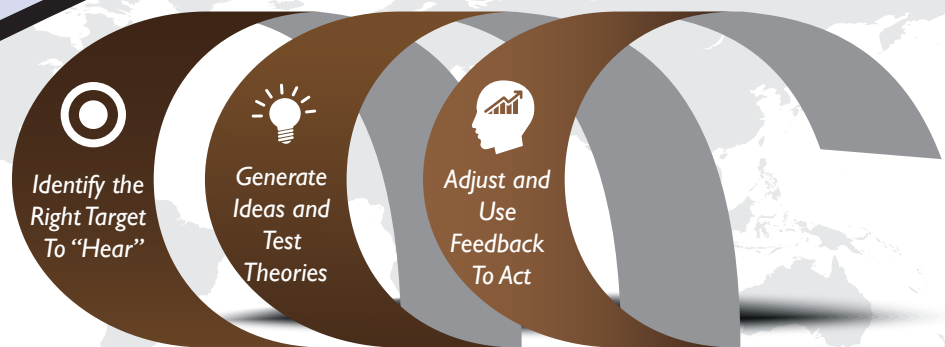




SHERWOOD
ENTERPRISES

Focus “Groupies”

Customer Centric Companies Listen to
Their Customers and Turn Them
Into “Groupies”



Focus Groupies

Basic Assumptions and Example Prices

<ul style="list-style-type: none"> ✓ Definition of Objectives / Design of Screener / Design of Discussion Guide ✓ All Moderating Done in One Day ✓ Maximum of 8 Hours Moderating in One Day ✓ Suggested Incentives (\$150 per head) / Audio Transcriptions And Files Included ✓ Topline Report (Higher Level Summary of Key Findings And Recommendations. Available in 5 Business Days After Groups) ✓ Full Report (Findings From The Topline Plus A More Comprehensive Look Through The Detailed Individual Responses). ✗ Facility/Room Rental Food and/or Recruiting Cost Not Included (most event organizaers or exhibitors have access) 	2 - 2 Hour Groups (20 Respondents)	4 - 2 Hour Groups (40 Respondents)
	Topline Report Only \$8,400 Topline And Full Report \$9,500	Topline Report Only \$12,000 Topline And Full Report \$13,500

* Pricing Can Change Higher or Lower Depending on Changes to Assumptions, Travel or Lodging Costs To Be Billed At Cost