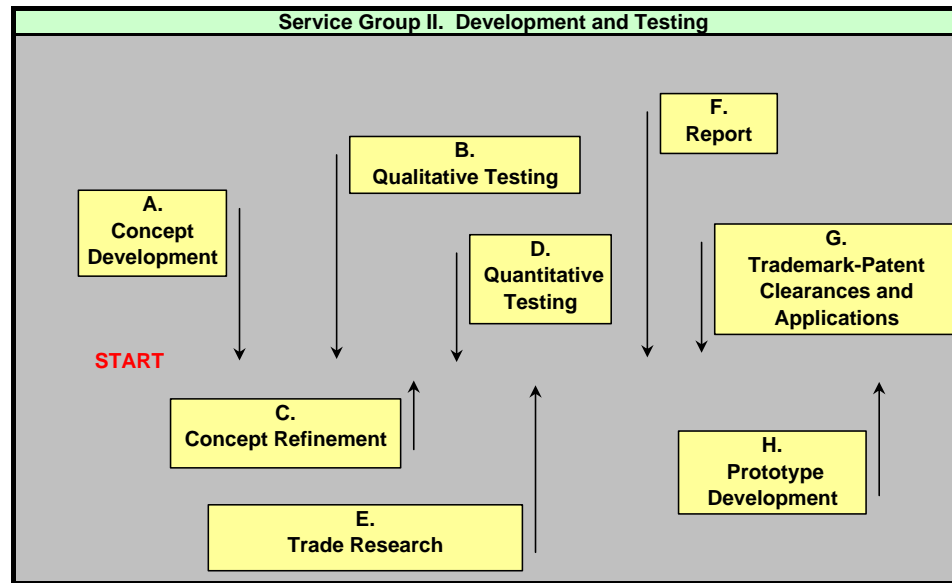


Some activities are sequential and others are concurrent.
See Master Project Timetable for details.



Service Group II Key Deliverables:

A. Concept Development

Concepts based on current client knowledge base/research/experience and Market Analysis

B. Qualitative Testing

Consumer reactions to concepts
Consumer reactions to products
Culling of poorest performers
Recommendations for refining concepts
Recommendations for refining products

C. Concept Refinement

Concepts revised based on qualitative findings

D. Quantitative Testing

Consumer evaluations of concepts
Consumer evaluations of products
Concept fulfillment
Recommendations for refining concepts
Recommendations for refining products

E. Trade Research

Buyers' analysis of the categories
Buyers' analysis of concepts

F. Report

Synthesis of consumer/trade findings
Guidelines for concepts/positioning/products

G. Trademark-Patent Clearances/Applications

Federal, state, and common-law trademark clearances and intent-to use application
Patent search and application

H. Prototype Development

Prototypes developed based on research findings. Production-scale formulations