

Pricing

all the cost are in USD
 VAT is not included in the below pricing

Online Quantitative Survey

The calculation is based on "Basic Cost" x "IR ratio" + "Optional cost"

Basic cost

		# of respondents									
		100	200	300	400	500	600	700	800	900	1000
suojtsanb p.#	5	\$900	\$1,100	\$1,300	\$1,600	\$1,900	\$2,200	\$2,500	\$2,800	\$3,100	\$3,400
	10	\$1,000	\$1,200	\$1,400	\$1,700	\$2,000	\$2,300	\$2,600	\$2,900	\$3,200	\$3,500
	15	\$1,300	\$1,500	\$1,700	\$2,000	\$2,300	\$2,600	\$2,900	\$3,200	\$3,500	\$3,800
	20	\$1,500	\$1,700	\$1,900	\$2,200	\$2,500	\$2,900	\$3,300	\$3,700	\$4,100	\$4,500
	25	\$1,800	\$2,100	\$2,400	\$2,700	\$3,000	\$3,400	\$3,800	\$4,200	\$4,600	\$5,000
	30	\$2,100	\$2,400	\$2,700	\$3,000	\$3,300	\$3,700	\$4,100	\$4,500	\$4,900	\$5,300
	35	\$2,400	\$2,700	\$3,000	\$3,300	\$3,600	\$4,000	\$4,400	\$4,800	\$5,200	\$5,600
40	\$2,700	\$3,000	\$3,300	\$3,600	\$3,900	\$4,300	\$4,700	\$5,100	\$5,500	\$5,900	

* What is included : Screening based on area, age, gender, married status (single, married without kids, married with kids)

* In case of matrix question, 4 sub-questions are counted as one

* Please contact us for the pricing above 40 questions or 1000 respondents

IR Ratio

Incident rate indicates how difficult it is to find the selected personnel (if we need to look for the product which has 10% share, IR ratio is 10%)

IR ratio	100%	90%	80%	70%	60%	50%	40%	30%	20%	10%
IR ratio	100%	105%	110%	120%	130%	140%	150%	160%	170%	180%

IR ratio by Vietnam social classes

IR ratio	Class A	Class B	Class C	Class D, E
IR ratio	20%	20%	40%	20%

* example: In case that the target is Class A+B, the IR ratio will be 20%+20%=40%

Optional cost

	-9 questions	10-20 questions	21-30 questions	31-40 questions	References
Survey creation (full)	\$200	\$400	\$500	\$600	In case that Q&Me team creates the questionnaire
Survey creation (partial)	\$100	\$200	\$250	\$300	In case that the client makes the questionnaire and Q&Me team checks the quality to advise
Survey translation	\$50	\$100	\$200	\$250	Applicable only when a user would like the translation to Vietnamese
Report making	\$400	\$500	\$600	\$700	Provide report and analysis in ppt/pdf format
Free answer summary	\$20 / 1 free answers			Summarize the free answers to make hit list and common answers	

* Online report via our webpage as well as result via excel are provided free of charge

Life Survey

Life Survey is the one to collect the photos from the target audience

Basic cost

		# of respondents				
		100	200	300	400	500
Questions	5	\$2,000	\$2,800	\$3,600	\$4,400	\$5,200
	10	\$2,400	\$3,200	\$4,000	\$4,800	\$5,600

* Survey is consist of user photo submission + additional questions (up to 5)

* the data is provided by online access to Q&Me system

Optional cost

	5 questions	10-20 questions	References
Survey creation (full)	\$100	\$200	In case that Q&Me team creates the questionnaire
Survey creation (partial)	\$50	\$100	In case that the client makes the questionnaire and Q&Me team checks the quality to advise
Report making	\$600	\$800	Provide report and analysis in ppt/pdf format

* Online report via our webpage as well as result via excel are provided free of charge

Retail Survey

Retail survey is the one to collect the store front data and photo, as well as conducting the survey from shop staff

Basic cost

		# of shops				
		50	100	200	300	500
Price & SKU or survey to shop staff (up to 5 surveys)		\$1,500	\$2,500	\$4,400	\$5,700	\$8,000
Price & SKU & survey to shop staff (up to 5 surveys)		\$2,000	\$3,500	\$6,400	\$8,700	\$13,000

Optional cost

	50	100	200	300	500	References
Survey creation (full)	\$100	\$100	\$100	\$100	\$100	In case that Q&Me team creates the questionnaire
Survey creation (partial)	\$50	\$50	\$50	\$50	\$50	In case that the client makes the questionnaire and Q&Me team checks the quality to advise
Store list up	\$50	\$50	\$100	\$100	\$200	Q&Me team makes the store list to visit
Report making	\$600	\$600	\$800	\$800	\$800	Provide report and analysis in ppt/pdf format

* Online report via our webpage as well as result via excel are provided free of charge

CLT Services

Basic cost

	N=100	N=200	References
Recruitment and interview	\$27	\$25	Max feasibility per day is 100 interviews.
Location setup	\$250	\$500	Max feasibility per day is 100 interviews.
Survey creation (full)	\$200~		In case that Q&Me team creates the questionnaire.
Survey creation (partial)	\$100~		In case that the client makes the questionnaire and Q&Me team checks the quality to advise.
Report making	\$500~		
Free answer summary	\$20 / 1 free answer		Summarize the free answers to make hit list and common answers