AW5.2 Price Schedule

SOURCING REFERENCE:	CR18162
SOURCING DOCUMENT TITLE:	Testing for Online Personalisation in the UK
BIDDER NAME	

Cell D23 shall be used for evaluation purposes. Section 2 shall directly feed into section 1 using formulas to ensure that the amount of days and values correlate. To note that T&S shall be included within the day rates provided. All pricing must be reflective of the quality submission

Please complete the shaded yellow sections only

Section 1

Objective	Number of Days	Total Fixed Costs (ex VAT)	Comments
Research and methodology design - scoping of products/ markets to test; factors to vary in persona testing	0	£ -	
Data Collection/Compilation - Designing software/coding/scripts and running these in order to test for the prevalence of personalisation.	0	£ -	
Drafting	0	£ -	
Analysis	0	£ -	
Project Management	0	£ -	
Meetings	0	£ -	
Other Costs	0	£ -	
TOTAL FIXED PRICE		£ -	

Section 2

Job Title	Objective Area (Please select from the dropdown options)	Number of Days	Standard Day Rates excluding VAT (£/Day)	Discounted day rates excluding VAT (£/Day)	Total Cost (Exc VAT)
				£ -	£ -
				£ -	£ -
				£ -	£ -
				£ -	£ -
				£ -	£ -
				£ -	£ -
				£ -	£ -
				£ -	£ -
				£ -	£ -
				£ -	£ -
				£ -	£ -
				£ -	£ -
				£ -	£ -
				£ -	£ -
				£ -	£ -
				£ -	£ -
				£ -	£ -
TOTAL FIXED PRICE					£ -

All prices are firm and fixed and include person fees, as well as travel and subsistence costs
All prices are exclusive of VAT