Option C fieldwork proposal

Quote reference C1. Prices cover the household shopping study described in the brief. All amounts are fictional INR values.

Per completed interview

Bengaluru: INR 700. Chennai: INR 740. Hyderabad: INR 720. These rates cover recruitment, interviewing, supervision, and routine quality checks.

Fixed services

Study setup: INR 15,000. Data cleaning and a labelled data file: INR 22,000. Travel is not quoted and requires confirmation.

Inclusions and exclusions

Participant incentives are excluded and paid by the study team. Tax is excluded from quoted amounts. No separate reporting or analysis is included.

Delivery and payment

Fieldwork and cleaned data: 20 working days after questionnaire approval. Payment: 50% of service fees at start and 50% on cleaned-data delivery.