

New Product Test Incentive Bids

<b>Incentive Bids</b>	<b>Consumer</b>	<b>Business Group</b>	<b>Large business interviews</b>
<b>Columbus</b>			
Company A	\$80	\$250	\$250
Company B	\$90	\$200	\$75
<b>Minneapolis</b>			
Company A (also in Columbus)	\$80	\$250	\$250
Company C	\$100	\$200	\$75
Company D	\$100	\$200	\$150
<b>Chicago</b>			
Company E	\$100	\$200	\$150
Company F	\$100	\$150	\$125
Company G	\$100	\$150	\$125
Company H	\$100	\$150	\$125
<b>Dallas</b>			
Company E (also in Chicago)	\$100	\$200	\$150
Company F (also in Chicago)	\$100	\$150	\$125
Company G (Also in Chicago)	\$85	\$150	\$125
Mean	\$95	\$188	\$144
Low	\$80	\$150	\$75
High	\$100	\$250	\$250
Median	\$100	\$200	\$125
Proposed	\$75	\$150	\$100