

INPUT®

**PROPOSAL
TO
IDENTIFY AND ANALYZE
HIGH POTENTIAL
FUTURE PRODUCTS**

for

CANDLE CORPORATION

June 4, 1986

1998

1. The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that proper record-keeping is essential for the integrity of the financial system and for the ability to detect and prevent fraud. The text outlines the various methods used to collect and analyze data, including the use of computerized systems and manual audits. It also discusses the challenges of data collection and the need for standardized procedures to ensure consistency across different departments and organizations.

2. The second part of the document focuses on the role of internal controls in preventing fraud. It describes how internal controls are designed to identify and mitigate risks, and how they can be used to detect and prevent fraudulent activities. The text provides examples of internal controls and discusses the importance of regular monitoring and evaluation. It also highlights the need for a strong culture of ethics and integrity within the organization to support the effectiveness of internal controls.

3. The third part of the document discusses the importance of transparency and accountability in the financial system. It emphasizes that transparency is essential for building trust and confidence among stakeholders, and that accountability is necessary to ensure that the system is operating in the best interests of the public. The text outlines the various mechanisms used to ensure transparency and accountability, including the use of public reporting and independent audits. It also discusses the challenges of transparency and accountability and the need for ongoing reform and improvement.

4. The fourth part of the document discusses the importance of international cooperation in the fight against fraud. It emphasizes that fraud is a global problem that requires a coordinated effort from all countries. The text outlines the various international organizations and agreements that have been established to facilitate cooperation and information sharing. It also discusses the challenges of international cooperation and the need for ongoing dialogue and collaboration.

INPUT RESPONSE

- **Qualifications**
 - **Company Profiles**
 - **Experience**
 - **Statement of Work, Schedule and Cost Breakdown**
 - **Objectives**
 - **Scope**
 - **Methodology**
 - **Staffing**
 - **Deliverables and Schedule**
 - **Professional Fees**
 - **Summary**
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QUALIFICATIONS

- **Company Profile**
 - Eleven Years Old
 - International
 - Focused
 - **Experience**
 - Performed Similar Work for 8 Years
 - Clients
 - IBM
 - Anacomp
 - MSA
 - BCS
 - TRW
 - Litton
 - GTE
 - Others
 - Methodology
 - Deliveries
 - **Candle Will Be Pleased With Results**
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OBJECTIVES

- **Identify High Potential Products/Product Areas**
 - **Market Description of Product Areas**
 - **Understand How Product Area Fits CANDLE**
 - **Determine Potential Successful Entry Strategies**
 - **Determine Product Area(s) CANDLE Should Avoid**
 - **Additional Objectives**
 - **Understand the Problem to Be Solved**
 - **Identify a Product That Solves a Problem**
Users Do Not Know They Have It Yet
 - **Understand How the Buyer Will Justify the Purchase**
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SCOPE

- Lateral Extension
 - Vertical Extension
 - New Markets
 - Strategic Scenarios
 - Management Perceptions
 - Client Perceptions
 - INPUT Analysis
 - Product Area Scenarios
 - Market Size and Growth
 - Competition
 - Sales/Distribution
 - Launch/Entry
 - Support
 - Pricing
 - Make/Buy
 - Test
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METHODOLOGY

- **Interview CANDLE Management and Staff**
 - **Analyze Against INPUT Experience**
 - **INPUT to Phase II**
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METHODOLOGY PHASE II

- Interview CANDLE Clients
 - Analyze Against INPUT Experience
 - Consolidate With Phase II
 - Select Top Ten Product Areas
 - Discuss Areas CANDLE Should Avoid
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METHODOLOGY PHASE III

- **Interview Prospective Clients**
 - **Two Product Area Concepts**
 - **Detail Interview/Probes**
 - **Develop Detailed Scenarios**
 - **Present Findings**
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METHODOLOGY PHASE IV

- Select One or More of Top Ten
 - Repeat Phase III
 - Present Findings
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STAFFING

- Peter Cunningham
 - Michael Dishman
 - Graham Kemp
 - Tim Tyler
 - Bonnie Digrius
 - Bruce Hadburg
 - Frank Wirsh
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DELIVERABLES

- **Specification, Questionnaires, Support Material**
 - **13-15 in Depth, Face-to-Face Interviews**
 - **70 Telephone Interviews**
 - **Three Periodic Review Meetings**
 - **Two Presentations of Findings Including Presentation of Two Detailed Scenarios**
 - **Hard Copy of Presentation Material**
 - **INPUT Recommendations**
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SCHEDULE

ACTIVITY	WEEK
Review Detailed Project Specification and Phase I Questionnaire	1
Conduct Internal Interview Program	2 - 3
Review Findings of Phase I and Approve Phase II Questionnaire. Candle Will Provide Customer Lists for Interview Program	4
Conduct Client Interview Program	4 - 6
Presentation of Findings Including Ten High Potential Product Recommendations	8
Review Phase II Questionnaire and Modify for Phase III Audience	8
Conduct Perspective Client Interview Programs on First Two Products	8 - 10
Presentation of Findings and Detailed Recommendations Including, as Appropriate, Product Launch Recommendations	12
● Phase IV Activities and Related Schedule Will Be Developed as Appropos	



PROFESSIONAL FEES

- Phase I, II, and III
 - \$37,500 to \$27,500 thru phase II
 - Phase IV
 - \$7,000 to \$10,000
 - Special Research Program for CANDLE
 - \$25,000
 - Expenses
 - Actual and Reasonable
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SUMMARY

- Qualified to Support CANDLE
 - Understand End User Research
 - Understand Strategic Analysis
 - Desire to Work With CANDLE
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