

Evaluation Matrix
Request for Proposal GGU0005

MARKETING RESEARCH SERVICE STUDIES

Evaluation Category	Maximum Points	Creative Consumer Research Stafford, TX	The Center for Research Meriden, CT	Customer Research International San Marcos, TX
Standard Marketing Research Data Collections and Analysis Proposed	30	26	*	22.66
Demonstrated Applicable Experience	10	9	*	7.33
Demonstrate Expertise w/Presenting Marketing Research Findings and Reports	15	12.66	*	10.33
Personnel Qualifications	10	9	*	8
Professional References	10	9	*	8.66
Total Evaluated Cost	25	25	*	14.65
Total	100	90.66	*	71.63
*The Center for Research's Proposal was deemed non responsive due to incomplete proposal.				