



7475 Wisconsin Avenue, Suite 200  
Bethesda, MD 20814  
301/656-0310  
Fax: 301/968-0144  
shugollresearch.com

**GENERAL SERVICES ADMINISTRATION  
FEDERAL ACQUISITION SERVICE  
AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/PRICE LIST**

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through *GSA Advantage!*, a menu-driven database system. The INTERNET address for *GSA Advantage!* is <http://www.gsaadvantage.gov>

**SCHEDULE TITLE:** Federal Acquisition Schedule 541 – Advertising and Integrated Marketing Solutions (AIMS)

**CONTRACT NUMBER:** GS-07F-0364V

**CONTRACT PERIOD:** June 15, 2014 – June 14, 2019

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at [www.fss.gsa.gov](http://www.fss.gsa.gov)

**CONTRACTOR:** Shugoll Research, Inc.  
7475 Wisconsin Avenue, Suite 200  
Bethesda, MD 20814-2418  
Phone: 301-656-0310  
Fax: 301-968-0144  
Website: [www.shugollresearch.com](http://www.shugollresearch.com)  
Contract Administration: Sharon Stark, Vice President  
E-Mail: [sstark@shugollresearch.com](mailto:sstark@shugollresearch.com)

**BUSINESS SIZE:** Small Business



7475 Wisconsin Avenue, Suite 200  
Bethesda, MD 20814  
301/656-0310  
Fax: 301/968-0144  
shugollresearch.com

## CUSTOMER INFORMATION

1a. Special Item Numbers (SINs) awarded: 541-4A Market Research and Analysis:

Services include the development of customized strategic marketing plans, developing branding initiatives, target market identification and conducting focus groups.

2. Maximum Order: \$1,000,000 per SIN and \$1,000,000 per order

3. Minimum Order: \$100

4. Geographic Coverage: Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities

5. Point of Production: Bethesda, MD (Montgomery County)

6. Discount from List Prices: See attached price list

7. Quantity Discounts: 2%/\$200,000

8. Prompt Payment Terms: 1% - 20, Net 30

9a. Government Purchase Cards are accepted at or below the micro-purchase threshold

9b. Government Purchase Cards are accepted above the micro-purchase threshold

10. Foreign Items: None

11a. Time of Delivery: As specified on Task Order



7475 Wisconsin Avenue, Suite 200  
Bethesda, MD 20814  
301/656-0310  
Fax: 301/968-0144  
shugollresearch.com

11b. Expedited Delivery: Contact Contractor's Representative for possible earlier completion

11c. Overnight and 2-Day Delivery: Are available. Contact the Contractor for this service.

11d. Urgent Requirements: Agencies may contact the Contractor's Representative for possible earlier completion. Customers are encouraged to contact the contractor for the purpose of requesting acceleration.

12. FOB Point: Destination

13a. Ordering Address: Shugoll Research, Inc.  
7475 Wisconsin Avenue, Suite 200  
Bethesda, MD 20814-3418

13b. Ordering Procedures: For supplied and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's ) are found in Federal Acquisition Regulation (FAR) 8.405-3.

14. Payment address: Same as contractor

15. Warranty Provision: Standard Commercial Warranty. Customer should contact contractor for warranty items

16. Export Packing Charges: Not applicable

17. Terms and Conditions of Government Purchase Card Acceptance: Any thresholds above the micro-purchase level

18. Terms and Conditions of Rental, Maintenance and Repair: N/A



7475 Wisconsin Avenue, Suite 200  
Bethesda, MD 20814  
301/656-0310  
Fax: 301/968-0144  
shugollresearch.com

19. Terms and Conditions of Installation: N/A

20. Terms and Conditions of Repair Parts Indicating Date of Parts Price Lists and Any Discounts From List Prices: N/A

20a. Terms and Conditions for Any Other Services: N/A

21. List of Service and Distribution Points: N/A

22. List of Participating Dealers: N/A

23. Preventive Maintenance: N/A

24a. Special Attributes Such as Environmental Attributes: N/A

24b. Section 508 Compliance for EIT: N/A

25. DUNS NUMBER: 14-399-1693

26. Notification Regarding Registration in Central Contractor Registration (CCR): Shugoll Research is registered in the CCR database.



7475 Wisconsin Avenue, Suite 200  
Bethesda, MD 20814  
301/656-0310  
Fax: 301/968-0144  
shugollresearch.com

## PROFESSIONAL SERVICES PRICING

<u>Labor Category</u>	<u>Labor Rate (Including IFF)</u>
Project Management	\$181.36 per hour
Research Associate	\$ 88.67 per hour

Descriptions of these labor categories are as follows:

### Project Management:

Position duties/responsibilities: Senior level person whose primary responsibility is project management and analysis. Responsibilities include study design, development of survey instruments and sampling plans, development of focus group recruitment screeners and moderator's topic guides, moderating focus groups, project management, data analysis, report writing and presentation of completed studies to account groups and clients. This position has budget responsibility for each project and is the primary contact for client accounts. The president and CEO of the company often serve as project managers on specific studies.

Minimum education: BA is required, Masters degree preferred

Minimum experience: At least 10 years experience is required for the position

Minimum training: No special training is required that would affect the offered rate

Required certifications: Professional Researcher Certification (MRA) preferred but not required



7475 Wisconsin Avenue, Suite 200  
Bethesda, MD 20814  
301/656-0310  
Fax: 301/968-0144  
shugollresearch.com

### Research Associate

Position duties/responsibilities: Entry level/junior level person whose primary responsibility is to assist and support management level project personnel with both qualitative and quantitative study project management and analysis. This includes support of studies from bid development through data collection and report preparation. Duties include coordinating bid process with field staff and quality control oversight of all aspects of the focus group recruiting/logistics and interviewing/data collection process. Specific responsibilities include preparation of interviewer instructions, conducting supervisor and interviewer briefings, checking online and CATI questionnaire programming to ensure accuracy, reviewing field work/recruiting updates, validating data collection, codebook development and supervision of coding process, quality control on data processing and tabulations, drafting graphic presentation of study results, and editing, proofreading and development of proposals, reports and questionnaires.

Minimum education: BA is required

Minimum experience: At least 1 year of work experience

Minimum training: No special training is required that would affect the offered rate

Required certifications: None required



7475 Wisconsin Avenue, Suite 200  
Bethesda, MD 20814  
301/656-0310  
Fax: 301/968-0144  
shugollresearch.com

## SHUGOLL RESEARCH COMPANY DESCRIPTION AND DESCRIPTION OF SERVICES

Shugoll Research is a woman owned national full-service market research firm founded in 1957. It is ranked as one of the top 100 U.S. market research firms (by [Advertising Age](#)).

Shugoll Research employs 30 full-time employees and over 100 part-time staff. The company provides study design services, data collection and analysis and has extensive expertise in both qualitative and quantitative research. Shugoll Research is experienced in a variety of research methodologies including telephone, online and Internet surveys, intercept interviews, IVR research, phone/mail/phone studies, website usability interviews, focus groups and in-depth one-on-one interviews.

Shugoll Research's client list is diverse and includes: Fortune 500 corporations, government agencies, advertising agencies/communications firms, website development/digital marketing firms, online and Internet service and information providers, computer hardware and software firms, consumer products manufacturers, associations and non-profit organizations, hospitals and health care institutions, pharmaceutical companies, telecommunications and high technology companies, financial services firms and institutions, publishers, retailers and schools and educational institutions.

In recognition of our outstanding quantitative and survey research skills, Shugoll Research was invited to join the prestigious Council of American Survey Research Organizations (CASRO). Shugoll Research's quantitative research division is highly skilled and employs some of the most stringent quality control procedures in the business.

Our qualitative research division includes several staff members who are nationally known focus group moderators. We operate state-of-the-art focus group facilities at our Bethesda, Maryland headquarters and work closely with a network of focus group facilities all across the country.



7475 Wisconsin Avenue, Suite 200  
Bethesda, MD 20814  
301/656-0310  
Fax: 301/968-0144  
[shugollresearch.com](http://shugollresearch.com)

In addition to CASRO, the company is a member of the American Marketing Association (AMA), the Marketing Research Association (MRA), the Qualitative Research Consultants Association (QRCA) and Council for Marketing and Opinion Research (CMOR).