

VIA AIR MAIL

March 15, 1968

Mr. L. Morton Blumberg
CATANA
Apartado 769
Caracas, Venezuela

Dear Mort:

During my visit to Venezuela, we discussed the Stimulated Market Test (vending machine) procedure. You requested that we assist you in developing the program for this testing technique.

We have discussed this at the Research Center, and have begun the preliminary planning. The basic format for establishing the panel and executing a test is enclosed.

In order to develop this system to fit your needs we need the answers to several questions stated on the attached list. The answers to these will indicate to us how much we need to modify our standard procedure to fit the situation in Venezuela.

We have made a rough estimate of the initial cost of setting up a tea vending machine test as follows:

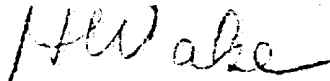
10 modified vending machines at \$140 each	
f.o.b. Richmond	\$1,400
Coins	1,000
Coin sorter	1,000
Miscellaneous supplies	600
Two visits from our advisor	<u>1,000</u>
Total	\$5,000

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These charges would be modified by whatever arrangements we are able to make utilizing services and equipment in Venezuela. If it is necessary for us to charge project time here in Richmond, we estimate an additional cost of about \$500. All equipment would, of course, be property of CATANA.

We look forward to your approval to proceed with this project.

Sincerely yours,



H. Wakeham, Vice President and
Director of Research and Development

cc: Mr. G. Weissman (without att.)
Mr. Hugh Callman (without att.)
Mr. Ramon Quesada (with att.)

bc: Mr. M. A. Kraft, Jr.

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