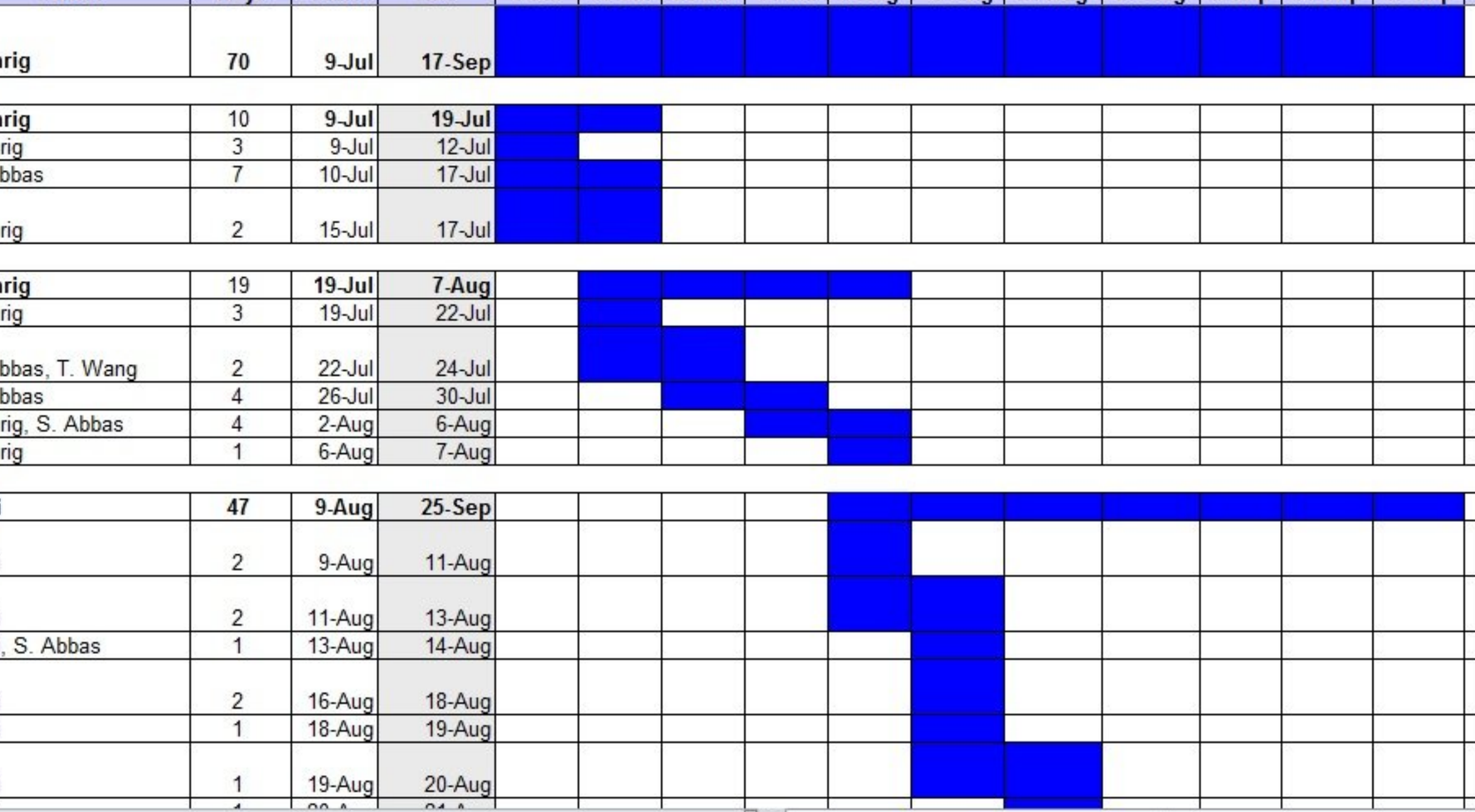ID	Project Name	Owner	Days	Start	End
1.0	**Marketing Research Tactical Plan**	R. Ihrig	70	9-Jul	17-Sep
1.1	Scope Definition Phase	R. Ihrig	10	9-Jul	19-Jul
1.1.1	Define research objectives	R. Ihrig	3	9-Jul	12-Jul
1.1.2	Define research requirements	S. Abbas	7	10-Jul	17-Jul
1.1.3	Determine in-house resource or hire vendor	R. Ihrig	2	15-Jul	17-Jul
1.2	Vendor Selection Phase	R. Ihrig	19	19-Jul	7-Aug
1.2.1	Define vendor selection criteria	R. Ihrig	3	19-Jul	22-Jul
1.2.2	Develop vendor selection questionnaire	S. Abbas, T. Wang	2	22-Jul	24-Jul
1.2.3	Develop Statement of Work	S. Abbas	4	26-Jul	30-Jul
1.2.4	Evaluate proposal	R. Ihrig, S. Abbas	4	2-Aug	6-Aug
1.2.5	Select vendor	R. Ihrig	1	6-Aug	7-Aug
1.3	Research Phase	Y. Li	47	9-Aug	25-Sep
1.3.1	Develop market research information needs questionnaire	Y. Li	2	9-Aug	11-Aug
1.3.2	Interview marketing group for market research needs	Y. Li	2	11-Aug	13-Aug
1.3.3	Document information needs	Y. Li, S. Abbas	1	13-Aug	14-Aug
1.3.4	Identify information to be gathered in research	Y. Li	2	16-Aug	18-Aug
1.3.5	Identify source of information	Y. Li	1	18-Aug	19-Aug
1.3.6	Identify research method (primary or secondary)	Y. Li	1	19-Aug	20-Aug