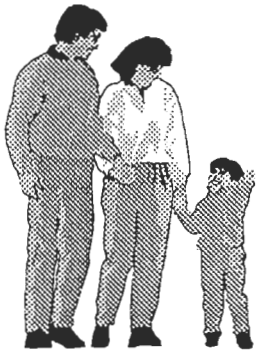


## CONSUMER PRODUCT IMPROVEMENT



Let DOES, Inc. find the OPTIMUM (Best) product characteristics among CONSUMERS.

With the least cost, we can use our experience to conduct a consumer product test to find the best parameters for a product by conducting a designed test among users.

Our experience has been with optimizing many brand-name products, including:

Hawaiian Punch  
M&M Chocolate  
Salem  
SNICKERS  
Skittles  
Twix

Milky Way  
PBMAX  
Hanes Apparel  
M&M Peanuts  
Winston  
Chun King

Please call for cost estimates!

Included would be market segmentation by age, sex, income, usage, and usual brand.

### CONSUMER RESPONSE CURVE

