

Appendix 5. A Questionnaire Response Letter

(Company Name)

1994 Segmentation Survey
MSM, SIBS
Warwick Business School
Coventry
CV4 7AL

Dear Sir

We have received your questionnaire for the 1994 Segmentation Survey and would be pleased to complete it once you have provided us with some background information as to the objective of this study and the scope of its coverage.

You will appreciate that we are approached by a very large number of organisations trying to prepare such studies, most of which we never benefit from nor ever see any results.

We are, however, very pleased to supply universities and academic studies and accordingly would request you to provide us with a full background of the activity so that we may in all good faith support you.

Yours faithfully,