



ARCHITECTURAL
MAILBOXES® LLC

123 W. TORRANCE BLVD., SUITE 201
REDONDO BEACH, CA 90277 USA
PHONE: (310) 374-5700, FAX: (310) 374-5799

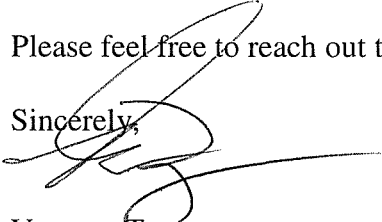
June 9, 2014

Dear Home Depot Store Associate:

Architectural Mailboxes has contracted Quest Services Group an approved service vendor of **The Home Depot** to survey the purchasing patterns of mailbox buyers in your store. We will be sharing this research data with our Mailbox merchant Rebecca Bazzel.

Please feel free to reach out to me should you have any questions.

Sincerely,



Vanessa Froyer
CEO



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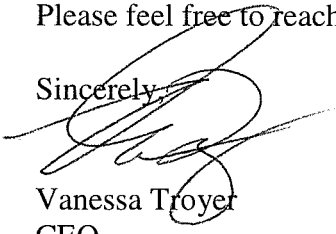
June 9, 2014

Dear Lowe's Store Associate:

Architectural Mailboxes has contracted Quest Services Group an approved service vendor of **Lowe's** to survey the purchasing patterns of mailbox buyers in your store. We will be sharing this research data with our Mailbox merchant Bethany McKinney.

Please feel free to reach out to me should you have any questions.

Sincerely,



Vanessa Troyer
CEO

Arch Mailbox - In Home Depot and Lowes

Preparing for the Service Visit

- Please log onto the program website at www.questmerchandiser.com using the username and password that you set up during your application process.
- Click on the “magnifying glass” icon under the “Instructions” column to review and print out the project instructions and the survey form. You will need to print 1 survey and make copies so you have multiple copies for each store. You will be reimbursed \$5.00 per store for your copying costs.
- Click on the “pencil” icon under the report column to print out your call report
- DRESS CODE is professional looking; business casual. No jeans, sneakers, T-shirts or hats. NO food, beverages, gum chewing, or cell phone usage is ever permitted on the sales floor.

When You Arrive at the Location

- *Meet with STORE MANAGER and advise him/her about the project that you will be working on*

Completing the Project

Step 1: Stand in the aisle where the set is for 4 hours

Step 2: Quietly observe the shopper without their knowledge as they engage with the set in the store

Step 3: Complete the first part of the survey form called pre-questionnaire observation

Step 4: After observing the shopper for the entire length of time at the set, approach the actual store shoppers and ask them the questions that are listed on the Post-shop observation form. (You will need 1 form per customer you speak to)

Step 5: Please make sure you add the store number and name to the top of each page before faxing.

Step 6: Fax in all questionnaires forms that you filled out for each store to 516-414-7655

Step 7: Please be sure to have the manager sign off on your call report.

****Please note: You must write as neat as possible on the forms since the client will need to read your questionnaires**

Reporting

- Call reports need to be faxed to: (888) 211-2207
- Enter on-line version of report

Store # _____

Store Name _____

Mailbox Customer Research Project

Pre-questionnaire observation

The surveyor will quietly observe the shopper without their knowledge as they engage with the set in the store. The surveyor will make note of key behaviors:

Estimated age of Customer: _____

Gender: Male Female

How long spent at set? *(Please write actual time rounded up to the nearest minute):* _____

Types of items viewed:

Mailboxes

Posts

Accessories

Other: _____

Were they assisted by a store associate?

Yes

No

Was a purchase made?

Yes

No

Post-shop questions

After observing shopper for the entire length of engagement at the set, approach the actual store shoppers and ask them the following questions:

If no purchase was made, why not? _____

When was the last time you bought a mailbox? _____

Have you also shopped elsewhere for a mailbox?

Yes: Where? _____

No

Please list the individual item description and cost being purchased: _____

Store # _____

Store Name _____

About how many purchases a month do you make on the Internet?

Never

1-2

2-4

4-8

8+

Do you have a secure way of receiving deliveries?

Yes (Specify): _____

No

.....

What is the most important tool that helped you make your decision in purchasing. (Please circle one)

The Packaging

The Store Signage

The Internet

Which of the following brands of mailbox Manufacturers have you seen or purchased before?

Solar Group

Architectural Mailboxes

Postmaster

Gibraltar

Don't Know

What tools would you suggest to the store executives to make a buying decision easier?

Normally, which of the following do you rely on most to make purchasing decisions:

Information on product packaging

Signage in the store

Internet research

The information on the *packaging* was the most important tool that helped me make my decision.

Strongly Disagree Neutral Strongly Agree

1 2 3 4 5 6 7 8 9 10

The information on the *store signage* was the most important tool that helped me make my decision.

Strongly Disagree Neutral Strongly Agree

1 2 3 4 5 6 7 8 9 10

The information on the *Internet* was the most important tool that helped me make my decision.

Strongly Disagree Neutral Strongly Agree

1 2 3 4 5 6 7 8 9 10

.....

Which of the following brands of mailbox Manufacturers have you seen or purchased before?

Solar Group

Architectural Mailboxes

Postmaster

Gibraltar

Don't Know

What tools would you suggest to the store executives to make a buying decision easier?
