

ID	Name	Est. Fees	Duration	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
1	Client: Shoehorn						◆ 11/15									
2	Project: Phase 0 Japan						◆ 11/15									
3	Date: October 25, 1993						◆ 11/15									
4																
5	Estimated Total Project Fees and Duration	\$57,180	6w			11/15	◆ 11/15	◆ 12/22								
6						11/15	◆ 11/15									
7	Phase 0: Strategic Research	\$57,180	6w			11/15	◆ 11/15	◆ 12/22								
8	Analysis of PM Japan Market Research		1w			11/15	◆ 11/19									
9	Test Protocol/Model Refinement		3d			11/22	◆ 11/24									
10	Trip Preparations: Translation/Props		1w			11/29	◆ 12/3									
11	Travel to Japan		2d			12/4	◆ 12/5									
12	Focus Group Testing in Japan		3d			12/5	◆ 12/8									
13	DC Observation/Research in Japan		3d			12/9	◆ 12/11									
14	Travel from Japan		0.2w			12/12	◆ 12/12									
15	Synthesis/Analysis of Tests/Research		1w			12/13	◆ 12/17									
16	Report Preparation		2d			12/20	◆ 12/21									
17	Delivery of Report to PM		1d				◆ 12/22									

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Project: Phase 0 Japan
Date: 10/20/93

Critical

Noncritical

Progress

Milestone

Summary

Rolled Up