

## Competitor Analysis

Rich Enterprises, Inc. strives to develop programs that are cost effective for our small to medium size clients. Our programs are provided with straight forward hourly rates that includes everything that you need—without hidden fees and set up charges. The table below will compare our prices with two of our competitors.

Description of charges	Company A	Company B	Our Rates	Results
<b>Hourly rate</b>	\$50.00	\$45.00	Not disclosed	Our hourly rate is significantly less.
<b>Minimum program</b>	Fifty hours	200 hours	Forty hours	We offer the smallest pilot program with 40 hours of calling.
<b>Set up cost</b>	\$450.00	no charge	no charge	We do not have set-up charges.
<b>List fees</b>	\$550.00	1,000 free. Nine cents	no charge	We provide the contact list if it is based upon standard factors at no charge.
<b>Import of your contact</b>	\$150	no charge	no charge	If you provide the list, we will import to the database at no charge.
<b>Monthly database fee</b>	\$75	no charge	no charge	We do not have hidden monthly fees. Database maintenance is included.
<b>Set up time</b>	Three weeks	2-3 weeks	1-2 weeks	We are quick to respond to your needs.
<b>Weekly minimum</b>	10 hours	50 hours	10 hours	We offer low minimums so our services are affordable for all companies.
<b>Email charges</b>	Will not handle	\$45 per hour	no charge	We send e-mails to your prospects upon their request at no charge.
<b>Total cost for pilot</b>	\$3,575	\$9,360		Our programs are designed for small to medium size firms with limited budgets with one hourly rate and no extra charges. Please contact us today for an exact price quotation.
<b>Total hours in pilot</b>	50	200		
<b>Actual cost per hour</b>	\$71.50	\$46.80		
<b>True hourly rate</b>	Based upon \$50 per hour with fifty hour minimum - plus set up fee, list fee, and one monthly maintenance fee.	Based upon a 200 hour pilot at \$45 per hour with a total of 8 hours of e-mail correspondence.		

Should you have any questions regarding our services, please don't hesitate to contact us for more information.