

# PRODUCT TESTING AND CONSUMER SURVEY

A broad selection of consumers were given the opportunity to use TC Tools #111 Dual Rake. After using the Dual Rake (two leading edges and multiple functions) and comparing it with a conventional rake (one leading edge and singular function), the consumers answered a multiple-choice survey to gauge their level of satisfaction, readiness to purchase and willingness to recommend the TC Tools Dual Rake to others.

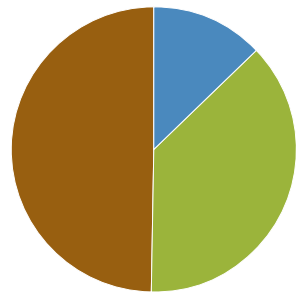


Following are the results of the consumer survey.

## Performance Compared to Conventional Tools

The survey respondents opined that the TC Tools Dual Rake performed better than a conventional rake.

Consumer Opinion: Performance Rating

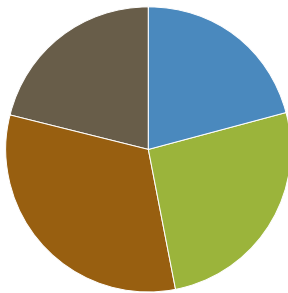


- Mildly Better – 13%
- Moderately Better – 38%
- Extremely Better – 50%

## Reduction in Amount of Labor Required

The survey respondents opined that the TC Tools Dual Rake significantly reduced the amount of labor required when compared to using a conventional rake.

Consumer Opinion: Amount of Labor Reduction

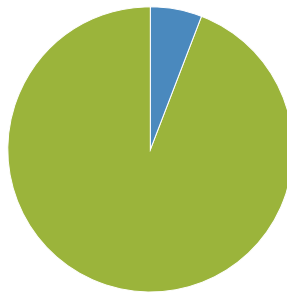


- 20% Labour Reduction – 21%
- 30% Labour Reduction – 26%
- 50% Labour Reduction – 32%
- 100% Labour Reduction – 21%

## Aesthetic Appeal Over Conventional Tools

All of the survey respondents indicated that the TC Tools Dual Rake looked better, appearance-wise, compared to a regular rake.

Consumer Opinion: Aesthetic Appeal

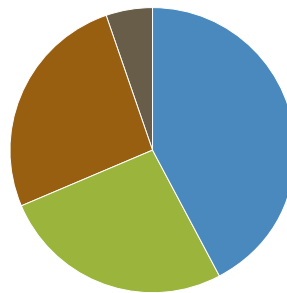


- Looked Better – 6%
- Looked a Lot Better – 38%

## Predisposition to Purchase

The survey respondents expressed a willingness to purchase the TC Tools Dual Rake. The price they would pay varied. On average, the majority said they would pay between \$50 and \$75.

Consumer Opinion: Appropriate Price

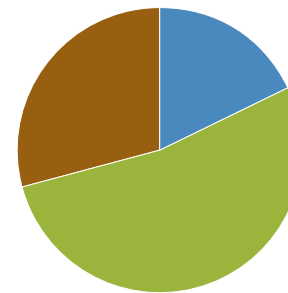


- Buying at \$50 – 42%
- Buying at \$75 – 26%
- Buying at \$100 – 26%
- Buying at \$125 – 5%

## Perception of Utility to Others

A majority (53%) of the survey respondents were of the opinion that “quite a number” of people would purchase the TC Tools Dual Rake. 29% thought that “a whole lot” of people would purchase.

Consumer Opinion: Number of People They Think Would Buy the TC Tools Dual Rake



- A few – 18%
- Quite a Number – 53%
- A Whole Lot – 29%

## Predisposition to Recommend to Others

The majority of survey respondents would be willing to recommend the use of the TC Tools Dual Rake to either friends or colleagues.

