

Dear Fellow Chamber of Commerce Member,

Research Study Title: A Study of Local Area Marketing (LAM) Techniques used by Australian Small to Medium Enterprises (SMEs)

I am writing to let you know about a research study that you have the option to take part in. The research is being conducted by Central Queensland University (CQU). I am contacting you because you are listed as a business owner in the Chamber of Commerce database, and your opinion as well as views in this survey will be very useful to both the researcher and to the business owners like yourself.

This research aims to understand how SMEs use local area marketing techniques for promotion and communication.

The reason we wish to conduct the research is so that we gain a better understanding which could be useful to SMEs as they can use the outcomes to promote their product/service more effectively.

Taking part in this research study is optional. We are looking for people who want to take part in this research and who are:

- Small to medium business owners or managers

If you decide to take part in the research we would:

- Ask you to respond to each of the 28 questions as sincerely as possible.

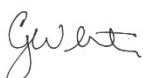
If you would like more information or are interested in being part of the research study please contact:

Name:	Geoff Webster
Email:	geoffrey.webster@cqumail.com
Phone:	0417727566
Website:	www.cqu.edu.au

Taking part in this research study is voluntary. You may choose not to take part. If you decide not to take part in this research, your decision will not affect your relationship with Central Queensland University.

This research has been reviewed and approved by The CQ University Human Research Ethics Committee. If you have any complaints or concerns about the research study please email ethics@cqu.edu.au or phone +61 7 4923 2603 quoting the following number HC0000020744.

Yours sincerely,



Geoff Webster
CQU PHD Researcher