

AGREEMENT OF INTENT
Applied Marketing Management Student Project

This agreement is made in triplicate this _____ day of _____, 2005, between (CLIENT'S NAME) and the (PROJECT TEAM NAME), hereby called the "CLIENT" and the "CONSULTANT" respectively.

The undersigned parties are in agreement with the intent and nature of the marketing plan project, hereby called the "PROJECT" as described in the proposal. The "CLIENT" agrees to assume responsibility for the "CONSULTANTS" out-of-pocket costs of researching and designing the "PROJECT". No consulting fees other than the "CONSULTANT'S" costs will be charged. The "CONSULTANT" will endeavor to provide a meaningful analysis of and recommendations concerning the subject matter by the date stated in the proposal, and otherwise adhere to the schedule of activities.

Any information obtained from the "CLIENT" will be strictly used for academic purposes only. This information will not be shared with any of the "CLIENT'S" competition. If there is specific information that the "CLIENT" indicates should be held strictly confidential, the "CONSULTANT" will respect this request and will not present this specific information in class or communicate it in any form, nor will the "CONSULTANT" discuss it outside the group with anyone except the Supervising Professor. Furthermore, the "CONSULTANT" and the Supervising Professor will continue to respect this confidentiality even after the course is over.

The "CLIENT" recognizes that the "CONSULTANT" is a group of students from McMaster University's DeGroote School of Business and that this project is a requirement of their applied marketing management course. Their course mark will depend heavily on the success of this project. The "CONSULTANT" is in many cases executing a marketing project for the first time and claims to have no professional expertise in this area.

This confidentiality agreement will become part of the "CLIENT'S" marketing plan report.

Supervising Prof: Patricia A. Wakefield

Client: