

MBA4NYC Statement of Work for #####

Our primary purpose will be to provide ##### with the development of an IT marketing strategy, with specific emphasis on competitive advantages, ultimately leading to a specific marketing plan. Our review will encompass the following:

- *Clients*

Provided a list of clients and contact information, we will contact, and discuss with, #####'s clients to ascertain their style of work and interaction, with an eye toward understanding the qualities that they bring to their assignments.

- *Technology skills and staff*

In addition to reviewing resumes, we will interview staff to ascertain areas of specific strength, as well as understanding the culture of #####. Ultimately, we will assess #####'s depth and suitability for its specified interests.

- *Marketing activities*

We will review #####'s marketing strategies, investigating client interaction, financial information, and cultural positioning.

- *Firm Focus*

We will examine the firm's competitive position, encompassing industry competition, market growth and firm resources. Additionally, we will examine the firm's current revenue source, staffing, in relation to its stated goal of IT consulting

An initial review will be delivered by December 4, 2002, and will guide work on the following:

- Firm focus and sales strategy
- Marketing and client acquisition
- Pricing strategies

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Additionally, before the project end date of May 15, 2003, we will make suggestions to improve marketing endeavors, which may include the following:

- Brochure suggestions
- Web site design
- Solicitation letter
- Cold call script
- Database development

Signatures

Date

Sachit K----- (#####) _____

Nirmal G----- (#####) _____

Sudhendar H----- (#####) _____

Robert C----- (MBAs4NYC) _____

Alain S----- (MBAs4NYC) _____

James Igoe (MBAs4NYC) _____