Premium Web 4 U Design Packages

While every website is unique, they all have certain common elements. Premium Web 4 U has developed several levels of service for our solutions, which we call packages. These packages are merely starting points to help you to focus your ideas. In some cases, your solution may incorporate several of these packages. Ultimately, a specialized package will be developed just for you.

Package One: Web Presence

Not all businesses need a website where they can sell products. A web presence is a very simple website that works like an advertisement. It tells potential customers about your company, your business, and how to contact you. Many companies use these as an extension to their ad in the Yellow Pages or media advertising. Today, more than ever, a majority of people looking for a business turn to the Internet, not the Yellow Pages or newspaper. It’s vital to have an Internet presence so that potential customers can find you. If you don’t have a web presence, then they’ll find someone else.

- Home page
- About your company page
- Contacts page
- Products & Services
- Logo creation or conversion

Click here to read more about Package One

Exhibit 9 - Package Description Page

Get Started Building Your Website Today!

We’ll help you build your Internet business – all the way. Here are the step-by-step instructions to get going.

1. Read about the types of Services that we offer – GO HERE.

2. Read about the four types of packages that we offer – GO HERE

3. Fill out the “Request a Free Estimate” form. You don’t have to complete everything – just as much of it as you want – GO HERE

4. We’ll contact you for more information about your website at your convenience. We’ll either meet with you, or handle everything over the phone.

5. Based upon your ideas, we’ll provide you with a cost estimate within just a few days.

6. Once you approve the estimate – we’ll start immediately on your website.

Or just email us at sales@premiumWeb4U.com with your contact information, or use the feedback form – GO HERE – and we’ll contact you ASAP and walk you through the complete process. Let us help you get started today!

Exhibit 10 - How to Get Started
Appendix C – Marketing Literature

Both a brochure and a newsletter were created to distribute to potential clients. The brochure was created to be physically handed to a client or made available in a display. The brochure is also of the proper size and weight to be mailed. The design was created to fit on paper with a pre-printed background so that new brochures can easily be printed on a color inkjet or laser printer (Exhibit 11 and Exhibit 12).

If a client seems particularly interested, then an entire folder of information will be provided. This includes the brochure, a newsletter, and several reprints from government publications showing how e-commerce is growing.

Exhibit 11 - Front Side of 3-Fold Brochure
These documents, created in Microsoft Publisher, supplement the website. They are intended to provide information that introduces or reinforces the material with the primary focus of removing the fear of getting a website. The brochure and newsletter continually mention how easy it is to allow Premium Web 4 U to design their website, and how little effort or technical expertise that they, the business owner, needs to have.

The newsletter is shown in Exhibit 13 and Exhibit 14.
$18.4 Billion In 4Q 2004 Online Sales

E-Commerce Sales Up 29.4%

Internet sales skyrocketed again in 2004. Anyone who even remotely follows financial news knows that each year, online sales growth significantly out-performs conventional retail methods. But what exactly are the numbers? And who is making the money?

US online sales for the fourth quarter of 2004 totaled $21.4 billion, up 29.4% over a year earlier. During this same time, conventional retail sales only grew by a little over 8%. This growth outperformed even optimistic estimates by the US Department of Commerce.

Clearly, people are turning to the Internet to buy products and services, more so each year. The question is why? Why are we seeing such explosive sales growth?

- Convenience and safety of buying online
- Wide selection of products and merchants
- Bargains
- No sales tax

So who is making all of this money? Is it just the big stores like Amazon.com or eBay? No—it’s not. E-Commerce works not only for the large corporations, but also for the small-time retailer. It opens up a store to a much larger audience.

Anyone without a website is losing money and potential customers. YOU need to set up your online store now. Let Premium Web 4 U design and build an E-Commerce solution that fits your business needs. Its fast and easy to do.

Here’s an interesting fact: Amazon.com started in Jeff Bezos’ garage!

† Unofficial figures based on “Quarterly Retail E-Commerce Sales: 4th Quarter 2004,” published by the US Census Bureau for the US Department of Commerce.

Why Do I Need Premium Web 4 U?
I Don’t Plan to Sell Online

Today, more than ever, a majority of people looking for a business turn to the Internet, not the Yellow Pages or newspaper. It’s vital to have an Internet presence so that potential customers can find you. If you don’t have a web presence, then they’ll find someone else.

Not all businesses need a website where they can sell products. A web presence is a very simple website that works like an advertisement. It tells potential customers about your company, your business, and how to contact you. Many companies use these as an extension to their ad in the Yellow Pages or media advertising.

For example, a restaurant can display its menu, hours of operation, phone number, and directions. Customers are Internet savvy these days, and they expect to find all the information that they want online.

www.PremiumWeb4U.com

Exhibit 13 - First Page of the Newsletter
Premium Web 4 U Design Packages
While every website is unique, they all have certain common elements. Premium Web 4 U has developed several levels of service for our solutions, which we call packages. These packages are merely starting points to help you to form your ideas. In some cases, your solution may incorporate several of these packages. Ultimately, a specialized package will be developed just for you.

Package One—Web Presence
- Homepage
- Company introduction and contact information
- Products and services
- Logo and corporate identity creation

Package Two—Advanced Web Presence
- All of package one
- Detailed product information
- Photos, such as products or examples
- Enhanced customer communication
- Portfolio and Testimonials
- Sales notices, mailing lists, and newsletters
- Calendar of events

Package Three—Internet Storefront
- All of packages one and two
- Online catalog
- Shopping cart with secure checkout
- Package tracking
- Customer service information
- Marketing solutions

Package Four—Specialty Website
- Interactive web pages that respond to your customers’ needs
- Document storage and data lookup
- Streaming audio or video
- Databases for customer information and activity
- Subscription membership services
- Business to business (B2B) solutions
- Intraweb and Extraweb for internal use

Let us help you to succeed! www.PremiumWeb4U.com

I Already Have A Website
But I’m not making any money

In many cases, Premium Web 4 U has seen websites that don’t adequately reach the intended customers. Some websites are poorly designed, incorrect, out-of-date, weakly marketed, ... or just plain ugly.

Perhaps no one visits your website. Or maybe the sales are not as good as expected. We have many approaches to analyze what is wrong, and techniques for how to fix them. We’ll present all of our ideas for you to choose from.

1. Customer-friendly techniques for selling a product
2. More interesting and customer friendly web pages
3. Easier navigation through your online store
4. A catalog you can update and administer yourself
5. Better marketing tactics
6. Integrated online shopping and tracking
7. Or even a complete redesign of the website

We can take over and improve what you already have.

Exhibit 14 - Second Page of the Newsletter
## Appendix D – Sample Estimate

### Summary of Cost

<table>
<thead>
<tr>
<th>Shopping Cart Development</th>
<th>Quantity</th>
<th>HR * Qty</th>
<th>Hours³</th>
<th>Low</th>
<th>Med</th>
<th>High</th>
<th>Price</th>
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<tbody>
<tr>
<td>Setup</td>
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<td>80</td>
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<td>16</td>
<td>8</td>
<td>16</td>
<td>24</td>
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<td>4</td>
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<td>Customer Service / FAQs</td>
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<td>4</td>
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<table>
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<tr>
<th>Art / Look &amp; Feel Development</th>
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<th>HR * Qty</th>
<th>Hours</th>
<th>Low</th>
<th>Med</th>
<th>High</th>
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<td>Training</td>
<td>8.8</td>
<td>8.8</td>
<td>4</td>
<td>8</td>
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<th>Hours</th>
<th>Total</th>
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<tbody>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>221.8</strong></td>
<td><strong>$5,545</strong></td>
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</table>

¹This summary of cost is based upon the requirements detailed within this document. Minor variations of requirements are to be expected, but extensive changes must be handled either through a new estimate or hourly fee. The hourly fee runs $25 plus materials and expenses.

²Creation, modification, editing, and preparation of the logo may take longer due to the format of the logo, personal preference, and necessary modifications. If so, additional charges of $25/hr may apply. For $500, five professionally designed logos matching the theme requested can be provided by a third-party; however, there is no guarantee that they will meet the preferences of the client.

³Hours are calculated by summing 20% of the low hours plus 60% of the medium plus 20% of the high.
Phased Development / Deployment

<table>
<thead>
<tr>
<th>Phase</th>
<th>Description</th>
<th>Cost</th>
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<tbody>
<tr>
<td>0</td>
<td>Initiation of work</td>
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<tr>
<td>1</td>
<td>Setup of account and interface to bank. Static Pages.</td>
<td>30% - $1663.50</td>
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<tr>
<td></td>
<td>Artwork / Look &amp; feel.</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Setup of shopping cart</td>
<td>30% - $1663.50</td>
</tr>
<tr>
<td>3</td>
<td>Training, Site Rollout, Final Testing</td>
<td>30% - $1663.50</td>
</tr>
</tbody>
</table>

Payment for phase 0 will initiate work and constitute acceptance of this estimate and scope of work.

Phases might not be completed in order.

The client will be invoiced for each phase upon the completion of work and delivery to the client. Payment does not indicate final acceptance for that phase. Changes will continue as necessary throughout the duration of the project.

After the site goes online, phase 3 will be complete and payment due. However, minor changes, training, and administration will still be provided for 30 calendar days. Extensive changes must be re-estimated.

The client may discontinue this project at any time – but a pro-rated invoice will be generated for the phase work that has been completed.

Photography
Requirements include the placement of digital photos on the website to display product.

- Thumbnails for menus (about 150x150 pixels)
- Regular (about 400x400 pixels)
- Detailed (about 1200 x 1200 pixels)

Creating these photos include:

- Studio setup
- Test session
- Primary session
- Software post-processing
- Rework as needed
- Studio breakdown
The charge for this will be $25 per hour up to $1000. If the developer feels the costs will exceed $1000, a new photography estimate will be provided to the client for approval. Industry standard product photography for 50 images is about $25 per item.

By copyright law, all photographs remain the property of the photographer, however, all rights and ownership will be transferred to the client. Client acknowledges and agrees that Designer may include the photos in the developer’s portfolio.

Invoices for photography will be charged separately from the rest of the project.

**Background**

The Patterson’s (the client) wish to create a commercial website for the marketing of import items from various countries throughout the world, focusing initially on unique, high-quality silk ties. They have approached Robert Myers and his agents (the developers) for advice on this website, and estimate of the work and associated costs, and possibly for the creation of this website. This document contains the final estimate of the cost of the website based upon the requirements listed herein.

**Contact Information**

**Client:**
John and Jane Patterson  
1234 Main St  
Lees Summit, MO 64063  
816-555-1234

**Developer:**
Robert Myers  
814 E 118th Terrace  
Kansas City MO 64131-3825  
Home: 816-943-0558  
Cellular: 816-721-6681

**Disclaimer**

Certain supplemental costs not discussed in this document may also occur, such as material purchases, travel, or other miscellaneous costs. These costs will be estimated and approved in advance by the client.

Ownership of the website resources (web pages, graphics and other intellectual material) will remain the property of the client. The domain name and hosting service account will also be under the ownership of the client even if the developer establishes these services. The developer will need reasonable access to all of these services as required by the scope of work.
A merchant account will be required to interface with necessary financial services related to the collection of fees for online transactions. It will be the clients’ responsibility to establish such an account and provide the necessary information for interfacing the website to that account. Usually this will involve the use of sensitive account numbers. This process can be done in the presence of the client.

This estimate is good until June 30, 2005 and assumes the use of Yahoo! Stores. Third-party contractors / companies may be used to develop this site.

Core Requirements

- A commercial website to sell silk ties with possible expansion in to various other gift items.
- A homepage with greeting and basic company / product information
- A contacts / about page giving more information about the company and how to contact the company
- A customer service page explaining how to get answers to questions, make comments, request service, or initiate returns. This page may possibly contain a list of customer frequently asked questions (FAQs).
- Product line introduction pages will be created for each type of product. For example, there might be a “widgets” page that details how the widgets are made, where they are from, their quality, and their basic properties. From this page there would be links to the catalog / shopping cart. These pages would contain medium and high resolution “examples” of the products.
- Catalog of all items with low-resolution thumbnails, mid-resolution expanded views and high-resolution “swatches”. There would be direct links to add the items to the shopping cart.
- A high-quality, user-friendly shopping cart would be required that can accept standard credit cards and interface with the client’s bank.
- Self-administration pages so that the client could update the online catalog or merchant information themselves (with minimal developer involvement).
- A domain name and hosting service.
- Suggestions for advertising and drawing traffic.

Additional / Future Client Requirements

- Coupons / discounts with expiration dates
- Gift certificates
- Referrer discounts
Physical Architecture

Customer: Member of the general public seeking the product.

Administrator: Member of staff who monitors and maintains the website catalog, inventory, and financial information.

Hosting Service: Provides the physical computer and software to run the website and shopping cart.

Packing & Shipping: Organization preparing the product for shipping to the customer.

Shipper: Organization delivering the product.

Merchant Account: Bank account receiving the funds from customers.
**Functionality and Cost of Development**

The cost of development is based upon the functionality diagram shown below. Hour estimates shown assume content (such as descriptions and pictures) will be provided by the client.

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**Static Page Development**

The static page development includes the pages that will not change on a regular basis – such as the home page. While the inventory, and therefore the catalog, may change quite regularly, the home page will change infrequently, if at all.

The Homepage will contain a basic welcome and introduction to the website. It will provide links to all the functional areas within the website.

A brief history and/or description of the company, along with contact information (such as a feedback form or email listing) will be included on the “Contacts / About” page.

The Product Description pages contain details about each product line – organized by whatever category is desired. This content information must be provided by the client. If the client provides the information but wishes the developer to write it up, or rewrite it, a technical writing fee of $25/hour will be charged.

Supplemental Pages include such things as support pages and interfaces between the main website and the catalog.
The customer service pages include things such as frequently asked questions about the product, delivery and/or quality. It also contains methods for asking specific questions and initiating returns.

**Artwork / Look & Feel Development**

The overall artwork created for the site, such as the logo, navigation methods, and styles used are contained within this section. The formatting of the catalog is also included.

Special artwork (graphics) required for the site beyond the standard look and feel navigation will need to be developed separately from this scope of work document. Due to the nature of developing artwork, the costs cannot be fixed and are charged by the hour ($25 / hour). If there complexity of the work involves third-party artists (contractors), additional fees may apply.

**Shopping Cart & Catalog**

This section primarily involves the establishment of “hooks” between the 3rd-party shopping cart / catalog and the main website. It also involves the configuration of these 3rd-party tools.

It involves the pre-loading of approximately ten unique (dummy) product items for testing. Testing will also be performed to make sure the entire e-commerce activities are functioning properly.

**Miscellaneous Activities**

Training will be provided as needed to familiarize the client with the operation of Yahoo! Stores’ administration. This includes 8 hours of training.

Once open for business, at least 8 hours of testing will be performed on the system to guarantee functionality.

**Hosting**

The hosting for this website is through Yahoo! Stores.

Complete details are listed at http://store.yahoo.com. This package should be purchased separately from the developer so that the client retains full control and ownership over this site. The developer cannot guarantee the exact prices that Yahoo currently charges or will charge in the future. The developer can assist with the purchase of this hosting account and transfer of the domain name if desired.
A merchant’s account must also be configured. Yahoo has a partner that it uses for this which is guaranteed to work with Yahoo stores. Most business accounts at local banks should also be compatible with Yahoo Stores. This account will add fees above and beyond that of maintaining the website.

**Continuing Cost of Operation (CCO)**

Not counting advertising, the continuing cost of operation (CCO) should be fairly reasonable.

**Hosting Monthly fee:** $39.95 plus a percentage of transactions.

**Yearly fee:** There may be an annual domain registration fee; this would be less than $50.00.

**Catalog Updates:** Updates to the catalog would be handled through the administration menu at Yahoo stores. This would involve logging into a secure web site to add, delete, or update product, including pictures of the objects. Catalog updates could be handled by the client.

**Website Updates:** Update to static pages will cost $25 per hour. Simple text updates to pages may take only one hour whereas adding new pages or changes to graphical designs will take considerably longer. The minimum time for any work is 4 hours per calendar month.
Appendix E – Sample Contract

Website Design Agreement

This Website Design Agreement (the “Agreement”) is made and entered on May 20, 2005, by and between Ten Ten East, Inc and assigns (“Client”) and Robert Myers (“Designer”) (collectively referred to as the “Parties”).

The Parties agree as follows:

1. SERVICES: Client shall engage Designer for the specific project of developing and/or improving a world wide website (the “Site”) to be installed on the client’s web space, if any, located on its computer or an ISP’s computer. Such services to be described in greater detail in the attached scope of work: “The Patterson’s, Estimate of Work, Version 3a, May 20, 2005.”

Additional services can be estimated for a separate contract, or charged at the rate of $25 per hour.

A. Email/Phone Consultation. Designer will provide Client consulting and training as necessary to complete the attached scope of work.

B. Web Page Design. Designer will provide Client webpage design and development as outlined in the attached scope of work. Minor variations of requirements are to be expected, but extensive changes must be handled either through a new estimate or hourly fee. The hourly fee runs $25 plus materials and expenses.

C. Logo and Other Artwork: Creation, modification, editing, and preparation of the logo and other artwork may take longer due to the personal preferences of the client. If so, additional charges of $25/hr may apply for continued extensive modifications.

D. Domain Name Registration/Reservation and Hosting. The client will provide and pay for all hosting, domain name registration, and other associated website fees.

E. Web Page Installation. Designer will install the Pages on the client’s ISP’s Host Computer (Yahoo! Stores)

F. Content. The Client will provide all page content which might need minor editing by the Designer.
G. **Revisions/Updates.** Designer will provide Client with free minor revisions/updates within a 30 day period after the installation of the Pages and opening of the store. The purpose of the revisions and updates is to: i) make cosmetic adjustments to the Pages and ii) correct any errors; however, they are not for the purpose of make material changes to the Pages. Additional consultation, revisions and maintenance may be purchased at Designer’s hourly rate of $25 per hour, or by executing a new contract of work.

H. **Merchant Account.** A merchant account will be required to interface with necessary financial services related to the collection of fees for online transactions. It will be the clients’ responsibility to establish such an account and provide the necessary information for interfacing the website to that account. Usually this will involve the use of sensitive account numbers. This process can be done in the presence of the client.

2. **AUTHORIZATION.** When applicable, Client hereby authorizes Designer to access the Site’s hosting and merchant accounts as associated with this project throughout the duration of the contract.

3. **COMPENSATION:** For the Services contemplated in this Agreement and the attached scope of work: “The Patterson’s, Estimate of Work, Version 3, May 11, 2005,” the Client will pay Designer a fee of $5545.00. This fee does not include the production of any additional pages, additional photos, or additional graphics not described in Section 1 of this Agreement or within the attached scope of work. Payment shall be made as follows:

   - 10% upon signing
   - 30% for each of phases 1 - 3 as described in the attached scope of work ("Phased Development /Deployment").

   Upon completion and testing of a phase, an invoice for that phase will be generated by the designer. The invoice amount will be due upon receipt. After payment, the client will have the right to minor changes to the items in that phase throughout the duration of the project, plus thirty calendar days (as described in section 1.G above).

   Compensation for product photography is separate and billed at $25 per hour with a maximum estimated cost of $1000.00. If the designer feels the costs will exceed $1000 due to extensive client changes, a new photography estimate will be provided to the client for approval.

4. **TIME OF COMPLETION:** Designer will take all reasonable actions to complete the Services by July 15, 2005. However, Client acknowledges that delays in Designer receiving information or materials from Client or a third parties may slow completion of the Services.
5. **EXPENSES:** Client agrees to reimburse Designer for all reasonable expenses authorized in advance by Client and incurred in connection with this Agreement including, but not limited to, special graphics, special photography, special software, special fonts, etc. For example, special software includes non-standard software which the designer would not normally use in the development of a website; meaning it would only be used for this Client’s website.

Standard software to create the website, associated artwork and photos, along with all necessary equipment, will be provided by the designer.

6. **INDEPENDENT CONTRACTOR.** Designer is an independent contractor and not an employee of the Client, and, unless otherwise stated in this Agreement, is not entitled to any of the benefits normally provided to the employees of Client.

7. **CONFIDENTIALITY:** Designer acknowledges that he/she may have access to Client’s confidential and proprietary information. Such confidential information may include, without limitation: i) business and financial information, ii) business methods and practices, iii) technologies and technological strategies, iv) marketing strategies and v) other such information as Client may designate as confidential (“Confidential Information”). Designer agrees to not disclose to any other person (unless required by law) or use for personal gain any Confidential Information at any time during or after the term of this Agreement, unless Client grants express, written consent of such a disclosure. In addition, Designer will use his/her best efforts to prevent any such disclosure. Confidential Information will not include information that is in the public domain, unless such information falls into the public domain through Designer’s unauthorized actions.

8. **OWNERSHIP OF PREPARED MATERIALS:** Except those items described below, all materials, including the Pages and Custom Graphics, prepared by Designer for Client (the “Prepared Materials”) shall be considered the exclusive property of Client. Designer hereby assigns and transfers any and all rights, title and interest that he/she may have in the Prepared Materials, including any rights under copyright law, to Client. The Prepared Materials do not, however, include any items or materials that pre-existed this Agreement (“Pre-existing Materials”). Designer hereby gives Client a nonexclusive, worldwide, royalty-free license to use, execute, display or perform any Pre-Existing Materials included or contained in the Prepared Materials. Client acknowledges and agrees that Designer may include the Site, the Pages or any of the other Prepared Materials in Designer’s portfolio.

9. **CLIENT REPRESENTATIONS.** Client represents and warrants that the text, graphics, and photographs provided to Designer for the Site are owned or licensed by Client, and that Client is authorized to use and display such items in the manner contemplated by this Agreement. Client shall be solely responsible for the Site and materials on the Site and the validity of copyrights, trademarks and ownership claimed by Client. Client agrees to indemnify and hold Designer harmless from and
against any claim, loss, damage, expense or liability (including attorney's fees and costs) that may result in whole or in part, from: i) any infringement or any claim of infringement, of any trademark, copyright, trade secret, or negligence arising from any of the text, graphics, and photographs provided by Client, ii) any claim by a third party regarding any services or products sold or otherwise distributed by Client, its employees or agents, or iii) any claim, suit, penalty, tax or tariff arising from Client’s use of the internet or electronic commerce.

10. TERMINATION OF CONTRACT: In the event Client cancels or terminates this Agreement before Completion of the Services, Designer shall be paid by Client pro rata for all completed work and the payment of any authorized expenses.

11. RETURN OF PROPERTY: Upon termination of the Services, Designer will promptly return to Client all drawings, documents and other tangible manifestations of the Confidential Information (and all copies and reproductions thereof).

12. CONTINUING OBLIGATIONS: Notwithstanding the termination of this Agreement for any reason, the provisions of Sections 7, 8 and 9 of this Agreement will continue in full force and effect following such termination.

13. BINDING EFFECT: The covenants and conditions contained in the Agreement shall apply to and bind the Parties and the heirs, legal representatives, successors and permitted assigns of the Parties.

14. CUMULATIVE RIGHTS: The Parties’ rights under this Agreement are cumulative, and shall not be construed as exclusive of each other unless otherwise required by law.

15. WAIVER: The failure of either party to enforce any provisions of this Agreement shall not be deemed a waiver or limitation of that party’s right to subsequently enforce and compel strict compliance with every provision of this Agreement.

16. SEVERABILITY: If any part or parts of this Agreement shall be held unenforceable for any reason, the remainder of this Agreement shall continue in full force and effect. If any provision of this Agreement is deemed invalid or unenforceable by any court of competent jurisdiction, and if limiting such provision would make the provision valid, then such provision shall be deemed to be construed as so limited.
17. ENTIRE AGREEMENT: This Agreement constitutes the entire agreement between the Parties and supersedes any prior understanding or representation of any kind preceding the date of this Agreement. There are no other promises, conditions, understandings or other agreements, whether oral or written, relating to the subject matter of this Agreement. This Agreement may be modified in writing and must be signed by both Client and Designer.

18. NOTICE: Any notice required or otherwise given pursuant to this Agreement shall be in writing and mailed certified return receipt requested, postage prepaid, or delivered by overnight delivery service, addressed as follows:

Clients:       Designer:

Ten Ten East, Inc                       Robert Myers
Jane Patterson                        814 E 118th Terrace
Stan Patterson                        Kansas City MO 64131
John Patterson
1234 Main St
Lees Summit MO 64063

Either party may change such addresses from time to time by providing notice as set forth above.

19. GOVERNING LAW: This Agreement shall be governed by and construed in accordance with the laws of the State of Missouri.

IN WITNESS WHEREOF, the parties have caused this Agreement to be executed the day and year first written above.

CLIENT:       DEVELOPER:

_______________________________   ______________________________
Signature                      Signature

_______________________________   ______________________________
Name (please print)            Name (please print)

_______________________________   ______________________________
Title (if applicable)           Title (if applicable)
Appendix F – Literary Review

In preparation for writing a business model for the company Precision Web 4 U, a number of reference and resource materials were collected and reviewed. This material not only directly supported the creation of the business model, but also provided specific information on subtopics within the paper. This literature review contains the most important material used in authorship of the paper, but does not represent an exhaustive list of all referenced knowledge.

First and foremost, previous field projects of similar content were examined in the KU Edward’s campus library to establish a starting reference and model outline. The two most significant works were “Business Plan and Website Design Specification for Playful Essentials” by David Shultz² and “Business Plan for an IT Consulting and Software Solutions Firm” by Shaik Abduila.³ While both of these document represented business plans and not business models, the general similarities between the two types of documents provided an excellent starting point. Both documents provided a look at the subject material which new companies must consider.

Two books on business models were then reviewed. “From .com to .profit: Inventing Business Models that Deliver Value and Profit” by Earle and Keen⁴ contained not only a look at profitable Internet companies, but also at business models as a basis of beliefs on which to conduct business. The second book, “E-enterprise: Business Models, Architecture, and Components” by Faisal Hoque⁵ provided not only guides for writing the business model, but also insight into designing E-commerce websites. This book contained excellent references to other related material.
After having established the direction of the paper, several other references were used as guides for writing various sections within the field project. “Project Management: A Systems Approach to Planning, Scheduling, and Controlling” by Harold Kerzner6 was invaluable, especially in the sections on pricing, estimating, and risk analysis.

“Financial Management: Theory and Practice” by Brigham and Ehrhardt7 provided a general reference for the field project’s look into pricing, cash flow, and profit analysis. Using this information, plus techniques from “Decision Modeling with Microsoft Excel” by Moore and Weatherford8, the pricing of products and services could be determined against a first year break-even analysis.

In building the Premium Web 4 U website, and in preparing to design client websites, a host of books were used. First, for determining client needs, “Practical Software Requirements” by Benjamin Kovitz9 and “Software Requirements & Specifications” by Michael Jackson10 were used. For design guides, styles, and best practices, “The Elements of User Experience” by Jesse James Garrett11 and “Principles of Web Design” by Joel Sklar12 were used.

The sum of these references provides an excellent foundation on which to build a business model. Not only do they provide insight into companies and how they work, but they also provide best practices and elements of style for conducting a business.
Bibliography and References


