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## PROPOSAL FOR PARTNERING AGREEMENT:

### *WESTERN COMMUNICATIONS AND MARK ONE TRAINING*

#### INTRODUCTION

Western Communications has an opportunity to partner with Mark One Training, a local company that provides software training to small and large companies in the Toronto area. This proposal describes the issues related to the partnership in terms of three factors: Partnership Requirements, Products and Services, and Financial Considerations. If Western Communications and Mark One Training agree to the proposed partnership, the terms of the partnership will become active on June 1, 2010 and extend to December 31, 2013, at which time a renewal of the agreement will be negotiated.

#### PARTNERSHIP REQUIREMENTS

This section provides background information about Mark One Training and discusses how the partnership could benefit both Western Communications and Mark One Training.

#### BACKGROUND INFORMATION

Mark One Training is conveniently located in the heart of Toronto's business district, where most of its clients are also located. Few other training services in the area offer on-site training in state-of-the-art computer labs. Mark One Training's agreements with several very high-profile computer software vendors has ensured a continuing supply of the most recent—and powerful—software applications in categories ranging from Office suites to Web Page design packages to Networking packages. All levels are catered to—from the executive assistant eager to learn PowerPoint to the Web page designer who needs to develop SQL skills.

#### BENEFITS

Mark One Training needs the seminars provided by Western Communications in order to offer an overall business-training package that will appeal to its corporate customers. In particular, Mark One Training requires business writing seminars, online publishing seminars, and database design seminars. By providing Mark One Training with these seminars, Western Communications extends its market. Customers to Mark One Training can purchase Western Communications seminars and then contact Western Communications directly should they require additional seminars or consulting services. Revenues are also expected to rise. See Figure 1 below.

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# ***Western Communications Partnership Agreement***

## PRODUCTS AND SERVICES

This section discusses the proposed partnership in terms of the products and services each party will provide.

### MARK ONE TRAINING SERVICES

Mark One Training provides the following categories of software training:

- Introduction to Office applications
- Advanced Office applications
- Introduction to Web page design
- Advanced Web page programming
- Advanced Networking

The attached appendix lists the specific courses provided in each of the five principal categories.

### PACKAGE OPPORTUNITIES

Mark One Training will offer Western Communications seminars as supplements to software training courses. In addition, Mark One Training and Western Communications can create customizable training packages.

## FINANCIAL CONSIDERATIONS

Mark One Training has provided information related to their course sales over the past three years. Based on this information, Western Communications could expect a minimum 20% increase in revenues on the sale of seminars used by Mark One Training to supplement its software training courses. In addition, Western Communications could work with Mark One Training to generate revenue from the sale of seminars to Mark One Training customers and the inclusion of customized seminars in Mark One Training packages.

### PROJECTED REVENUES

The bar chart illustrated below shows the revenues projected for each of the first four months of the proposed partnership with Mark One Training.

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## Western Communications Partnership Agreement

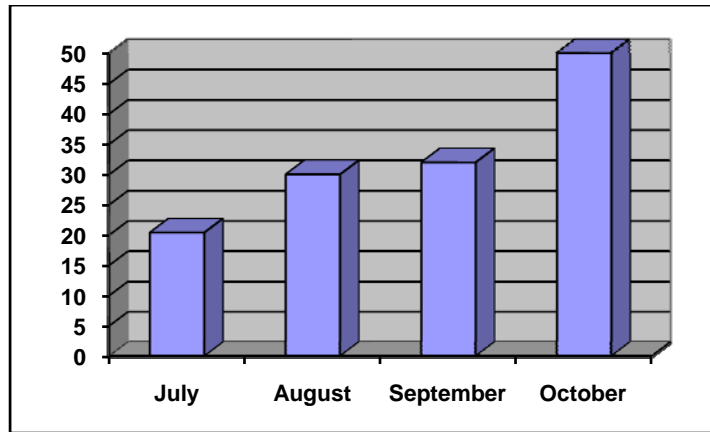


FIGURE 1

The caption Figure 1 appears below the figure in Package Opportunities

### FINANCING REQUIRED

Mark One Training has agreed to cover all costs associated with the packaging of Western Communications course materials for the first six months of the partnership agreement.

### CONCLUSION

Western Communications has the opportunity to increase its market share by partnering with Mark One Training. Both companies are seriously committed to providing their clients with complete, personalized training packages and to develop training materials that conform to the highest standards of usability and effectiveness.

In addition, both Western Communications and Mark One Training are enjoying a steady increase in business. Both companies are considering franchising. The demand for high-quality training in software applications and business writing seems unlikely to diminish. The market is growing daily as more and more businesses recognize the necessity of keeping their employees at the cutting edge of technology and communications.

## **Western Communications Partnership Agreement**

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