



SERVICE CONTRACT

Marketing & advertising

President Hotel Cairo (*"the Contracting Authority"*),

of the one part,

and

KD Group, 1 Maksud Pasha St. Smouha, Alexandria, Egypt. (*"the Consultant"*)

of the other part,

have agreed as follows:

Special Conditions

Article 1 - Subject

The subject of this Contract is designing and developing promotional materials to promote President Hotel as specified in ANNEX I

Article 2 - Structure of the contract

The Consultant will carry out the services on the terms and conditions set out in the initial proposal **dated May 19 2011**, which is attached to this contract, and also the specified deliverables in Annex I

Article 3 - Contract value

3.1 This contract, established in Egyptian Pounds (EGP), is set at a base price of 3,500.00 (three thousand and five hundred EGP) paid on a monthly basis

3.2 Contract minimum agreement is 2 months

3.3 First payment is made for the first 2 months of agreement, and following payments start before the 3rd month commences

3.4 Payments will then be made monthly on the last day of the month via bank transfer to our bank account for the upcoming month .

3.5 Reports will be submitted at the end of the month for all month's activities and logs

Article 4 - Commencement date

The date for commencing performance shall be within 7-10 days from the date of signing the contract and receiving the initial payment

Article 5 - Period of execution

The assignment is to be completed within a period of *six to seven* months duration starting from the commencement date.

Article 6 - Reporting

The Consultant shall submit technical reports as specified.

Article 7 - Payments and bank account

7.1 Payment will be made into the following bank account:

Account number: < **3450009521** >

Name of holder: < **Markade LLC** >

SWIFT CODE: < **CIBEEG CX034** >

Address of bank: **COMMERCIAL INTERNATIONAL BANK
SMOuha BRANCH**

98 FAWZY MOAZ ST. LOTUS BLDG.
ALEXANDRIA, EGYPT.

7.2 The payments will be as follows:

	EGP
Advance payment	<7,000.00>
Upon agreement (2 months)	
	EGP
Installments	<final contract balance>
Monthly as of the end of the second month	

Article 8 – Least priorities & Extra requirements

For least priorities that are uncompleted within time frame or any extra requirements for the project requested by the contracting authority, the consultant will quote and bill for those items separately OR continue at the same rate for extra duration – these items are highlighted in ANNEX I

Article 9 - Contact addresses

Any written communication relating to this Contract between the Contracting Authority and/or the Project Manager, on the one hand, and the Consultant on the other must state the Contract title and identification number, and must be sent by post, fax, e-mail or by hand to the following addresses:

For the Contracting Authority:

Name:

Address:

Telephone:

Fax:

e-mail:

For the Consultant:

Name: TAREK AHMED ELKADY

Address: 1 MAKSUD PASHA ST. SMOUHA, ALEXANDRIA EGYPT.

Telephone: +20106880001

Fax: +203 4242 032

e-mail: tarek.elkady@webarchitect.org

For the Consultant

Name: TAREK AHMED ELKADY

Function: MANAGING DIRECTOR

Date:

Signature:

For the Contracting Authority

Name:

Function:

Date:

Signature:

Annex I (Deliverables in order of priority)

1- Website to be worked on in parallel with all the below

*** President Hotel corporate Branding**

Logo facelift to use it in the website;
Corporate identity,
Signage,
Branding for Coffee Shop,
Cairo Cellar & terrace is (last in the priority list)

2- Le Bec Sucre:

a- Logo facelift

b- Corporate identity:

- Color applications
- Standard application on flyers
- Standard application on print ad

c- Packaging:

- Carton boxes (2-3 sizes)
- Carton & plastic bags (2-3 sizes)
- Packaging stickers (2-3 designs)

d- Branding:

- Sales staff uniforms
- In-store branding & identity
- In-store signage
- Outdoor signage
- Truck branding
- 1 or 2 flyer designs based on standard flyer application agreed upon with corporate identity

3- Outside catering

- Catering menus design & folder design
- Home delivery menus
- Special promotion stand design to be placed in all outlets inside Hotel and in Le Bec Sucre outlets

4- B2B communication:

- Special catering menus for offices & businesses
- Conference room renovation & promotion

5- Social media:

- FB, Twitter & Youtube channel design, creation & management (linked with website)
- PPC campaign [analysis – payment will be quoted and billed separately]

6- Hotel President corporate identity

*** President Hotel corporate Branding**

Logo facelift to use it in the website;
Corporate identity,
Signage,
Branding for Coffee Shop,
Cairo Cellar & terrace is *(last in the priority list)*

7- Hotel newsletter *(last in the priority list)*

- To include communication on hotel & all F&B outlets and special promotions