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| **1** |  |  | **PURPOSE** |
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| **2** |  |  | **CLIENT INTRODUCTION** |
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| **3** |  |  | **CONSULTANT INTRODUCTION** |
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| **4** |  |  | **PROJECT LOCATION** |
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| **5** |  |  | **EXISTING CONDITIONS/ DESIGNS** |
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| **6** |  |  | **GUIDELINES AND STANDARDS** |
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| **7** |  |  | **SPACE/ MEDIUM DESCRIPTION** |
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| **8** |  |  | **SCOPE OF WORK** |
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| **9** |  |  | **GOALS AND KEY DELIVERABLES** |
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| **10** |  |  | **MILESTONES** |
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| **11** |  |  | **ANTICIPATED AUDIENCE/ MARKETS** |
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| **12** |  |  | **PROPOSED THEMES/ CONCEPTS** |
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| **13** |  |  | **COMMUNICATION MECHANISM** |
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| **14** |  |  | **APPROVAL MECHANISM** |
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| **15** |  |  | **KEY STAKEHOLDERS** |
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| **16** |  |  | **BUDGET**  |
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| **17** |  |  | **SOURCES OF FUNDING** |
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| **18** |  |  | **ACCEPTANCE CRITERIA** |
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| **19** |  |  | **PROJECT MANAGEMENT** |
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| **20** |  |  | **GLOSSARY OF TERMS** |
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| **21** |  |  | **APPENDICES** |
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Signed by

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| **First Party** |  |  | **Second Party** |  |
| *Name* |  |  | *Name* |  |
| *Signature* |  |  | *Signature* |  |
| *Designation* |  |  | *Designation* |  |
| *Date* |  |  | *Date* |  |