

Founded by Paul Barrow, the Write Context is a new identity for a business activity which has been underway for more than six years. Paul has 23 years of operations, project, contract and commercial management experience in the offshore oil industry. This was followed by several years of consultancy and interim management activity, with a leaning towards commercial contracts and business planning, primarily in the telecoms and IT sector. Paul's career has covered projects in the UK and many international locations, accumulating work and residential experience in mainland Europe, Scandinavia, North Africa, the Middle East, India, Asia and Australia.

The Write Context offers a comprehensive service specialising in the preparation of business documentation. Working with care and to the highest of standards we ensure that your documentation shows your organisation in the 'right context'.



The Write Context is about business people doing writing, not writing people doing business. By applying hard won and longstanding UK and international business experience we help organisations of all kinds with:

**Business plans**  
**Profile documents**  
**Commercial contracts**  
**Contract risk analysis**

**Pre-qualification documents**  
**Tender preparation**  
**Project planning**  
**Procedure documents**

Long business experience combined with quality writing skills are the key ingredients that enable us to assist a variety of business styles and sectors to express themselves in well-structured and accurate terms – a vital requirement in respect of commercial agreements, for example.

One of Paul's key attributes is being able quickly to home in on the key issues and identify the information required in order to build a picture. This ability enables him to be effective very quickly in business sectors with which he may not be so familiar.

## The missing resource

It is a fact that many start up businesses and established SME's cannot fulfil all of their resource requirements with permanent staff, yet when they need a particular discipline it's usually a case of "now" and the demand may place a disproportionate burden onto daily business activity.

The Write Context can be the missing resource where staff numbers are limited – perhaps you need a contracts specialist – but only for specific occasions. Perhaps you need a tendering department – but only for a few months of the year.

Using The Write Context you can "switch us on" when you need and "switch us off" when we are not required, providing important support but always in the most cost effective way.

## A few questions

*Are you seeking to start a new business - do you need help with your business plan?*

*Are you expanding into new areas - is your business plan up to date?*

*Are you concerned about the risk placed on your business by complex contract terms from clients?*

*How up to date are the contracts that you use in your business?*

*When did you last review your standard Terms and Conditions? Do they cover all eventualities?*

*Does every tender response place you in immediate overload in respect of existing commitments?*

*Do you forego opportunities to broaden your tendering horizons because of a lack of resources?*



### A few recent projects

Many of these activities have been covered with the organisations concerned on a "stop/start" basis over the past 3-4 years to cover assignments as they arise. They occupy time slots from a few days to many months.

- An Oxfordshire based commercial cleaning contractor requesting assistance with structural and contractual aspects of a formal tender.
  - Carry out a detailed review of all tender requirements and deliverables.
  - Carry out a risk analysis of the contract terms.
- An Oxfordshire based specialist cabinet maker.
  - Draft of a set of standard terms and conditions with an emphasis on incorporating the variation across different projects with minimal change to contract terms.
- An Oxfordshire based company specialising in the development of custom software to support the retail trade.
  - Review existing commercial terms and conditions and software licence agreements.
  - Complete re-draft of new terms to reflect changes in the nature of the service supply.
  - Review and revise to final working document.
- A Dublin based software developer now in a commercialisation phase after 6 years of R & D.
  - Develop a proposal structure to present beta trial opportunities to a series of potential clients.
  - Draft the software license and contract structures to support the beta trials.
  - Assisting with a business plan to communicate the commercialisation phase of the business.
- A business started in 2007 to deliver a novel software product to support remote access telecoms PBX maintenance.
  - Co-authorship of the business plan and participation in the pursuit of funding.
  - Preparation of contract documents for partnership agreements, NDA's and MOUs.
  - Preparation of the commercial T's and C's for product sales and service support.
  - Preparation of proposals and the negotiation of contract terms with clients.
  - Project management activities with new client installations.
  - Drafting of website content and profile documents.
  - Drafting of a customised re-seller agreement.
- A software developer specialising in hospitality industry telephony management wishing to develop a managed service element to the products.
  - Co-authorship of the business plan to create the new service sector.
  - Preparation of the change management processes and operating procedures.
  - Drafting of the contract documents to manage delivery of the new service.
  - Implementation, following board approval, of the contractual and commercial changes.
  - Responsible for leading initial successful proposals to key international hotel chains.