# **8. Conclusion**

The current contract proposal should not be accepted. There are a number of factors that undermine the strength of the contract. However, given the rapid growth of Pulp Novels plc and their prominence in the market, an opportunity such as this should not be overlooked.

It is evident that several adjustments to the contract would need to be made to ensure it is a worthwhile venture for Power Printing Ltd. These pertain to the maximum weekly output, the collection frequency and the price received per book. Should these issues be addressed as has been advised, the contract should be accepted.