

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : MANG INASAL PHILIPPINES, INC.
BRAND : MANG INASAL
PROJECT : MI COMMUNITY MANAGEMENT 2024
CE. NO. : MANG INASAL-2024-0001
DATE : 03 January 2024

16/F Two World Square
 McKinley Hill, The Fort
 Taguig City, Philippines
 Tel.: 8856-7888
 Fax: 8856-9316






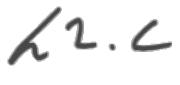
	SERVICE	NET	VAT	TOTAL
I	MANG INASAL COMMUNITY MANAGEMENT January- December 2024 INCLUSIONS: <ul style="list-style-type: none"> • Community Management - 12 months • Weekly platform reports - 48 total • Monthly reports - 12 total • 2 Bi-annual reports including presentation with clients <i>*other reports no manhours for presentations</i>	7,200,000.00		7,200,000.00
II	MANPOWER: Dedicated: <ul style="list-style-type: none"> • 3 MI CMs • 2 Weekender/ Holiday CM <p><i>List of 2024 Holidays: New Year's Day – January 1 (Monday), Chinese New Year – February 10 (Saturday), Maundy Thursday – March 28, Good Friday – March 29, Black Saturday – March 30, Araw ng Kagitingan – April 9 (Tuesday), Labor Day – May 1 (Wednesday), Independence Day – June 12 (Wednesday), National Heroes Day – August 26 (Monday), Ninoy Aquino Day – August 21 (Wednesday), All Souls' Day – November 2 (Saturday), Bonifacio Day – November 30 (Saturday), Christmas Day – December 25 (Wednesday), Rizal Day – December 30 (Monday), All Saints' Day – November 1 (Friday), Feast of the Immaculate Conception of Mary – December 8 (Sunday), Christmas Eve – December 24 (Tuesday), Last day of the year – December 31 (Tuesday)</i></p> Non-Dedicated: <ul style="list-style-type: none"> • 1 Digital Account Manager • Experience Director • CM Supervisor • Senior Strategist 			

III

PLATFORMS:

- Facebook (page and MI nation), Instagram (including threads), Twitter, Viber, Tiktok & YouTube
- *Threads - responding and posting only, not included in report generation*

SUB TOTAL	7,200,000.00	0.00	7,200,000.00
12% VAT			864,000.00
GRAND TOTAL	7,200,000.00	0.00	8,064,000.00

SUBMITTED BY:  Love Rosas Account Director		PREPARED BY:  Love Rosas Account Director	
NOTED BY:  Reginne Cabanban Managing Partner			
APPROVED BY: Via J. Cuba  Group Account Director	APPROVED BY:  Diane W. Capile Business Unit Head	APPROVED BY:  Anna Chua-Norbert Managing Director	