

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



**CLIENT** : NUTRIASIA, INC.  
**BRAND** : Chingu  
**PROJECT** : Chingu FY25 Social Media Management  
**CE. NO.** : NUTRIASIA-CHINGU-2024-0010  
**DATE** : 12 August 2024

16/F Two World Square,  
 #22 Upper Mckinley Road,  
 Mckinley Hill, Fort Bonifacio,  
 Taguig City, 1634  
 Tel.: 8856-7888

SERVICE	NET	VAT	TOTAL
I Coverage: Chingu Cafe nondedicated team 9 months - August 2024 - April 2025	1,483,000.00	177,960.00	1,660,960.00
Digital Content Strategy & Planning			
Social Media Playbook			
Community Management (w/ monthly report, M-F, 9AM-6PM)			
*9 Months - August 2024 - April 2025			
*Multi-Platform - Instagram & TikTok			
August AO Content (3 Instagram Stories, 2 TikTok/IG Reels, 2 IG Feed Posts)			
Always On Content (1 CPAS material per month; 1 Instagram/TikTok Video Per Month *crossposted; 2 IG Feed Posts Per Month; 2 Stories Per Month)			
Project Management Fee			
<b>SUB TOTAL</b>	<b>1,483,000.00</b>	<b>177,960.00</b>	<b>1,660,960.00</b>
<b>GRAND TOTAL</b>	<b>1,483,000.00</b>	<b>177,960.00</b>	<b>1,660,960.00</b>

**TERMS :**

**Cancellation Fees**

Applies to a project on-hold for three (3) months which shall be considered cancelled.

A. Project has started with conceptualization & visualization but has been put on hold after (50% of concept/design fees)

B. Project has reached approval of concept & visualization but has been put on hold after (100% of the concept/design fees)

C. Project has been approved and proceeded with further development and production (100% of the concept/design fees including manhours for production charges, and any other incurred fees)

**Rush Fees**

Applies to the work done on deadlines that do not conform to standard lead times (30% surcharge)

100% payment upon approval of CE

Note: Penalty charges of 2% will be added per month on the unpaid amount, until fully paid. The Service Provider reserves the right to suspend work in case the delay last more than forty-five (45 days) after the due date.

SUBMITTED BY:   
**Beatrice Co**  
**Account Director**

NOTED BY: 

**Reginne Cabanban**  
Managing Partner

APPROVED BY:   
May Ann Sevilla

APPROVED BY:  
Trisha Baloro

APPROVED BY:  
Gretchen King