

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : NUTRIASIA, INC.
BRAND : Corporate
PROJECT: : NAI Corporate Loyalty Program Audit
CE. NO. : NUTRIASIA-CORPORATE-2025-0004
DATE : 15 January 2025

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

	SERVICE	NET	VAT	TOTAL
I	Corporate Loyalty Program Audit	386,300.00	46,356.00	432,656.00
	I. Benchmarking			
	Identify data-driven customer relationship management best practices; conduct research on programs of competitors and other top players (5 FMCG/CPG companies)			
	II. Baselineing			
	• Assess the nature and scope of current programs:			
	- Communication and promotion channels			
	- Data collected, the methods of collection, and their effectiveness			
	- Results, insights gained, and return on investment (ROI).			
	• Methodology – conduct analysis of client-provided data (e.g., program reports) and publicly available data			
	III. Gap Analysis			
	• Compare current programs against industry standards and best practices			
	• Identify process and/or technology gaps, including inefficiencies, missing components, and untapped opportunities			
	IV. Recommendations			
	• Actionable insights to improve, expand, or optimize current programs. Including a prioritization framework to help focus on high-impact areas			
	Project Management Fees			
	20% Advancing Fees			
	SUB TOTAL	386,300.00	46,356.00	432,656.00
	GRAND TOTAL	386,300.00	46,356.00	432,656.00

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:  Ran Merez	APPROVED BY:  James Lim