

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



**CLIENT** : NUTRIASIA, INC.  
**BRAND** : Foodservice  
**PROJECT** : NAI FOODSERVICE 2025 BRAND STRATEGY  
**CE. NO.** : NUTRIASIA-FOODSERVICE-2025-0013  
**DATE** : 28 March 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	Communication Strategy and Updates on Brand Identity (exclusive of branding guidelines)	250,000.00	30,000.00	<b>280,000.00</b>
II	Project Management Fees	50,000.00	6,000.00	<b>56,000.00</b>
	<b>SUB TOTAL</b>	<b>300,000.00</b>	<b>36,000.00</b>	<b>336,000.00</b>
	<b>GRAND TOTAL</b>	<b>300,000.00</b>	<b>36,000.00</b>	<b>336,000.00</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 CENote: 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: <b>Juan Miguel D. Gonzalez</b> Project Manager	VERIFIED BY: <b>Reginne Cabanban</b> Managing Partner
NOTED BY: <b>Beatrice Co</b> Account Director	
APPROVED BY: <b>Aimee Alinsod</b> 4/2/2025	APPROVED BY: <b>Maroux David</b> 4/2/2025