

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
 BRAND : PLDT HOME
 PROJECT : Store Murals
 CE. NO. : PLDT-HOME-2023-0060
 DATE : 30 August 2023

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

	SERVICE	NET	VAT	COST IN PHP
I	KV CREATION Creation of 3x KVs: Internet Powerhouse, Anywhere At Home, MyOwnWiFi	75,000.00	9,000.00	84,000.00
II	STORE MURALS FA of 4x store murals. (6ft x 5ft)	128,000.00	15,360.00	143,360.00
III	GIANT FRAMES FA of 4x store giant frames. (690mm x 1040mm)	128,000.00	15,360.00	143,360.00
IV	STOCK PHOTOS Licensing of stock images for KV creation. 6x stock photos.	53,940.00	6,472.80	60,412.80
V	LAYERED FILE Turnover of 8x layered files: 4x Store Mural, 4x Giant Frame	200,000.00	24,000.00	224,000.00
VI	ACCOUNT MANAGEMENT On items number I, II, III, IV, V	116,988.00	14,038.56	131,026.56
	SUB TOTAL	701,928.00	84,231.36	786,159.36
	GRAND TOTAL	701,928.00	84,231.36	786,159.36

TERMS :

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: MIG SEVILLA Account Director			
NOTED BY: Diane Chua Managing Director			
APPROVED BY: Eason G. de Guzman Brand Equity Management Executive	APPROVED BY: Haylene Castrodes Retail - Online Sr. Product Specialist	APPROVED BY: Nino Carandang Head - Retail & Online Acquisition Marketing	APPROVED BY: Ana May Jovelanos Head - Brand Equity Management