

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : Robinsons Retail Holdings Inc.
BRAND : Brighter
PROJECT : Proj Phoenix Gen Merch Packaging Design
CE. NO. : Robinsons Retail Private Label-2025-0002
DATE : 26 September 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 Packaging Design & Color Strategy for General Merchandise (inclusive of layered files) One (1) Facial Tissue Box Two (2) Paper Towels - Interfolded Paper Towels and Kitchen Towel Roll Two (2) Baby & Cleansing (fragrance) Three (3) Laundry - Powder, Fabric Conditioner & Bleach One (1) Handwash Designs proposal is inclusive of flat label mockups, exclusive of packaging engineering and innovation proposals. Project Management Fees Inclusive of 2 revisions only, additional revisions will be based on Tribal ratecard	379,500.00	45,540.00	425,040.00
SUB TOTAL	379,500.00	45,540.00	425,040.00
GRAND TOTAL	379,500.00	45,540.00	425,040.00

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)

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: Geraldine Nocom	APPROVED BY: <i>tatanlapco</i> Trina Tanlapco
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10.30.25