

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



**CLIENT** : Robinsons Retail Holdings Inc.  
**BRAND** : RRHI  
**PROJECT** : RRHI Pet Brand Identity & Application  
**CE. NO.** : Robinsons Retail Private Label-2025-0003  
**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 PET BRAND (Dry Pet Food)	380,000.00	45,600.00	425,600.00
Visual Identity o Logo & lockups o Color palette o Typography o Photography style (food styling, lighting, models) o Graphic language (shapes, icons, patterns) o Packaging concept mockups o Shelf display highlight  Verbal Identity • Tagline • Sample headlines • Copy tone examples (back-of-pack messaging)  Project Management Fee / 15% ASF  Designs proposal is inclusive of flat label mockups, exclusive of packaging engineering and innovation proposals.  Project Management Fees Exclusive of Branding Strategy, Brand Conviction & Springboard			
<b>SUB TOTAL</b>	<b>380,000.00</b>	<b>45,600.00</b>	<b>425,600.00</b>
<b>GRAND TOTAL</b>	<b>380,000.00</b>	<b>45,600.00</b>	<b>425,600.00</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)

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:  <b>Beatrice Co</b> <b>Account Director</b>	
NOTED BY:  <b>Reginne Cabanban</b> <b>Managing Partner</b>	
APPROVED BY: <b>Geraldine Nocom</b>	APPROVED BY: 10.30.25 <b>Trina Tanlapco</b> 