



PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : MANG INASAL PHILIPPINES, INC.
 BRAND : Mang Inasal
 PROJECT: : Mang Inasal Social Scan 2021 (Round 2)
 CE. NO. : MANG INASAL-2021-0006
 DATE : 02 August 2021

16/F Two World Square
 McKinley Hill, The Fort
 Taguig City, Philippines
 Tel.: 8856-7888
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SERVICE	NET	WTAX	VAT	COST IN PHP
I 1. Social media owned platforms audit	125,000.00			125,000.00
* Social assets summary (vs MI)				
- Audience size				
- Avg posts per day				
- Avg engagements per day				
* Channels perceived roles				
* Content analysis				
- Brand voice				
- Perceived channels' audience				
- Key message				
- Content themes				
- Look & feel				
- Tactics based on observations				
- Campaigns				
* Most impactful posts per channel				
* Active ads (FB, IG)				
2. Social media platforms performance analysis (vs MI)				
- Audience				
- Activity				
- Engagement				
3. Strategy analysis				
SUB TOTAL	125,000.00	0.00	0.00	125,000.00
20% ASF				25,000.00
12% VAT				18,000.00
GRAND TOTAL	125,000.00	0.00	0.00	168,000.00

VERIFIED BY:  Jinky Salac Finance Manager
NOTED BY:  Reg Cabanban Managing Partner
APPROVED BY:  Diane Capile Business Unit Head