

PRODUCTION & CREATIVE SERVICES COST ESTIMATE












CLIENT : TOYOTA MOTOR PHILIPPINES CORPORATION
 BRAND : Corp
 PROJECT: : myTOYOTASHUTTLE PH
 CE. NO. : TOYOTA-2023-0040
 DATE : 05 December 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	CREATIVE DEVELOPMENT	308,000.00	36,960.00	344,960.00
	- two (2) KVs (inclusive of Pasay KV & Santa Rosa KV) - 20 hours			
	- two (2) instructional video (inclusive of revisions) - 28 hours			
	- two (2) How-To poster - 24 hours			
	a) Pasay Poster (inclusive of the following sizes:A5, pull-up banner, poster)			
	b) Santa Rosa Poster (inclusive of the following sizes: A5, pull-up banner, poster)			
	- two (2) digital animated How-To for Santa Rosa & Pasay - 8 hrs per material = 16 hours			
	- eighty-eight (88) hours of computer time @ Php3,500 per hour			
II	FA PRODUCTION	76,000.00	9,120.00	85,120.00
	- two (2) KV (inclusive of Pasay KV and Santa Rosa KV - 8 hours			
	- two (2) How-To poster - 8 hours			
	a) Pasay Poster (inclusive of the following sizes:A5, pull-up banner, poster)			
	b) Santa Rosa Poster (inclusive of the following sizes: A5, pull-up banner, poster)			
	- sixteen (16) hours of computer time @ Php3,500 per hour			
	- four (4) PSD release: @ Php5,000 each			
	a) Pasay and Santa Rosa KV			
	b) Pasay and Santa Rosa How To			
III	ASC APPLICATIONS/FEES	71,600.00	8,592.00	80,192.00
	- Permit fee			
	1) Two (2) special screening and clearing - @ Php 30,800 each = Php 61,600			
	- ASC processing fee: Php10,000			
IV	ASF	53,191.30	6,382.96	59,574.26
	On items number I, II, III			
	SUB TOTAL	508,791.30	61,054.96	569,846.26
	GRAND TOTAL	508,791.30	61,054.96	569,846.26

TERMS : Check Releasing Bank: MetrobankCheck Releasing Schedules: every 1st and 15th of the month Payment Terms: 90 days

SUBMITTED BY:  Claire Lumayad Exec. Assistant / CE Traffic Manager		PREPARED BY:  Claire Lumayad Exec. Assistant / CE Traffic Manager		VERIFIED BY:  Lalyn Morete Senior Finance Analyst	
NOTED BY:  Reginne Cabanban Managing Partner					
APPROVED BY:  Kyla Feliciano Associate, Marketing Services Department	APPROVED BY:  Michelle De Guzman Manager, Marketing Services Department	APPROVED BY:  Elvin Luciano Vice President, Marketing Services Department	APPROVED BY:  Cherry Lyn Bolano Vice President, Brand & Product Planning Cluster	APPROVED BY:  Danny Cruz First Vice President, Vehicle Sales Operations	