

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



**CLIENT** : Robinsons Retail Holdings Inc.  
**BRAND** : ROB Private Label  
**PROJECT** : Non-Food Private Label Branding & Creatives  
**CE. NO.** : Robinsons Retail Private Label-2025-0001  
**DATE** : 31 March 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 Strategy & Conceptualization: Brand Identity	940,000.00	112,800.00	1,052,800.00
<ul style="list-style-type: none"> <li>• Brand name studies</li> <li>• Logo studies</li> <li>• Brand rationale</li> <li>• Visual identity elements</li> <li>• Brand colors</li> <li>• Logo usage and application</li> <li>• Logo do's and don'ts</li> <li>• Typeface and usage</li> <li>• Iconography</li> </ul>			
II Product Packaging Design & Creatives			
<ul style="list-style-type: none"> <li>• 1 brand with 3 packaging with 3 variants                             <ul style="list-style-type: none"> <li>◦ Paper (Bathroom Tissue, Wipes)</li> <li>◦ Laundry (Powder/Liquid detergent)</li> <li>◦ Bath Soap (Bar/Liquid)</li> </ul> </li> <li>• Up to 3 rounds of revisions for each</li> </ul>			
<b>SUB TOTAL</b>	<b>940,000.00</b>	<b>112,800.00</b>	<b>1,052,800.00</b>
<b>GRAND TOTAL</b>	<b>940,000.00</b>	<b>112,800.00</b>	<b>1,052,800.00</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: *[Signature]*  
**Beatrice Co**  
**Account Director**

NOTED BY: *[Signature]*

**Reginne Cabanban**

**Managing Partner**

APPROVED BY: *ttanlapco 4.11.25*

**Trina Tanlapco**

**Private Label Head**

APPROVED BY:

**Christine Tueres**

**Group Managing Director - Large Format Supermarkets**