

# BUDGET OVERVIEW & SERVICES PRICE MENU

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STAGE 01. TOUCHPOINT AUDIT	BUDGET (SGD)	TIMING
Phase 1.1: Touchpoint Audit	\$2,400	1 week
Phase 1.2: Insights, Analysis, & Recommendations	\$1,600	1 week
Estimated out-of-pocket allowance (5% of fee)	\$200	
STAGE 01 SUBTOTAL	<del>\$4,200</del> <b>\$0</b> (PARTNER DISCOUNT)	2 WEEKS
STAGE 02. STRATEGY & BRAND IDENTITY SYSTEM	BUDGET (SGD)	TIMING
Phase 2.1: Creative Strategy	\$4,000	1 week
Phase 2.2: Concept Creation	\$6,000	3 weeks
Phase 2.3: Design Development & Road Testing	\$4,200	2 weeks
Phase 2.4: Design Finalization	\$3,000	1 week
Phase 2.5: Master Artwork Elements	\$2,800	1 week
Estimated out-of-pocket allowance (5% of fee)	\$1,000	
STAGE 02 SUBTOTAL	<del>\$21,000</del> <b>\$0</b> (PARTNER DISCOUNT)	8 WEEKS