BUDGET OVERVIEW & SERVICES PRICE MENU | **NOT STARTED** (PENDING SCOPE / BUDGET ALIGNMENT)

STAGE 04. BRAND GUIDELINES	INDICATIVE BUDGET RANGE (SGD)	TIMING
Phase 4.1: Content Structure & Pagination	$300-$800	1 week
Phase 4.2: Content Development & Copywriting	$800-$1,200	1-2 weeks
Phase 4.3: Layout & Design Finalization	$800-$1,500	1-2 weeks
STAGE 04 SUBTOTAL	**$1,900-$3,500**	**3-5 WEEKS**

STAGE 05. DIGITAL ASSET MANAGEMENT SYSTEM	INDICATIVE BUDGET RANGE (SGD)	TIMING
Phase 5.1: Functional Specifications, File Structure, & Nomenclature	$200-$400	1 week
Phase 5.2: Setup, Configuration, Testing, & Launch	$350-$500	1-2 weeks
Phase 5.3: Training & Onboarding	$200-$400	1-2 weeks
Monthly Subscription Cost: Adobe Express	$85	
STAGE 05 SUBTOTAL (EXCLUDING SUBSCRIPTION)	**$750-$1,300**	**3-5 WEEKS**

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STAGE 06. 2025 MARKETING STRATEGY	INDICATIVE BUDGET RANGE (SGD)	TIMING
Phase 6.1: Business Strategy & Commercial Objective Setting	$300-$500	1-2 weeks
Phase 6.2: Operations Feasibility Review & Resource Alignment	$200-$400	1-2 weeks
Phase 6.3: 2025 Marketing Strategy, Timeline, Key Messages, KPI & ROI Targets, 12-Month Content Calendar, & Budget	$800-$1,500	1-2 weeks
Phase 6.4: Key Stakeholder Review, Revisions, Finalization, & Strategy / Budget Sign-Off	$500-$800	1 week
STAGE 06 SUBTOTAL	**$1,800-$3,200**	**4-7 WEEKS**

N.B. Initial marketing initiative and completed parts of the brand identity system can be launched while the marketing strategy is being developed.

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