

BUDGET OVERVIEW & SERVICES PRICE MENU | **COMPLETED** (WITH 100% PARTNER DISCOUNT)

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

BUDGET OVERVIEW & SERVICES PRICE MENU | **IN-PROGRESS** (PENDING DESIGN FEEDBACK & SCOPE / BUDGET ALIGNMENT)

STAGE 03. MARKETING & BRAND TOUCHPOINTS

(Little Italy team to select items for Fire Maverick to scope and provide detailed cost estimate)

INDICATIVE  
BUDGET RANGE  
(SGD)

TIMING  
(can run  
concurrently)

IMPORTANT NOTES

Website

Functional specifications, content & copywriting, UX & wireframing, UI design concept, development, and finalization, integration with social media, CRM, email marketing, reservations & online ordering, technical build & testing, launch and onboarding.

\$3,500-\$6,000

2-6  
WEEKS

- Includes one round of work, presentation, and feedback per phase. Additional rounds of feedback / amendments will be quoted for separately, on sight of requirements.
- Excludes all external costs and third-party fees, including, but not limited to stock asset licensing (imagery, video, audio, etc.), photoshoots, video production, print production, specialist programming & systems integration support, hosting, and software subscriptions / platform fees.
- Third-party systems and booking platforms may require separate setup, configuration, and data entry fees. These will be quoted for, if required.

Menu

Strategic content restructuring (with cross / up-selling), copywriting, concept creation, design development, design finalization, and final artwork, photography styling (stock or photoshoot), commercial calls-to-action / social sharing, production coordination.

\$2,000 - \$3,000

2-4  
WEEKS

- Includes one round of work, presentation, and feedback per phase. Additional rounds of feedback / amendments will be quoted for separately, on sight of requirements.
- Excludes all external costs and third-party fees, including, but not limited to stock asset licensing (imagery, video, audio, etc.), photoshoots, video production, print production, specialist programming & systems integration support, hosting, and software subscriptions / platform fees.
- Third-party systems and booking platforms may require separate setup, configuration, and data entry fees. These will be quoted for, if required.

Current Social Media Platforms (Instagram, Facebook, & WhatsApp)

Review current performance analytics & advertising budget, current ROI analysis, define target audiences for targeting, consolidate existing accounts into single brand account per platform, define role / content requirements / optimal engagement strategies per platform, align on KPIs / ROI targets, setup meta pixel for detailed reporting & analytics, integrate platforms with dam and social media content calendar.

\$500 - \$1,000

2-3  
WEEKS

- Includes one round of work, presentation, and feedback per phase. Additional rounds of feedback / amendments will be quoted for separately, on sight of requirements.
- Excludes all external costs and third-party fees, including, but not limited to stock asset licensing (imagery, video, audio, etc.), photoshoots, video production, print production, specialist programming & systems integration support, hosting, and software subscriptions / platform fees.
- Third-party systems and booking platforms may require separate setup, configuration, and data entry fees. These will be quoted for, if required.

New Social Media Platforms (TikTok, Google Search / Google Ads, YouTube)

Setup business / brand accounts on top social media platforms, establish Singapore F&B performance benchmarks, define target audiences for targeting, define role / content requirements / optimal engagement strategies per platform, align on KPIs / ROI targets, setup tracking pixels for detailed reporting & analytics, integrate platforms with DAM and social media content calendar.

\$1,000 - \$1,500

2-4  
WEEKS

- Includes one round of work, presentation, and feedback per phase. Additional rounds of feedback / amendments will be quoted for separately, on sight of requirements.
- Excludes all external costs and third-party fees, including, but not limited to stock asset licensing (imagery, video, audio, etc.), photoshoots, video production, print production, specialist programming & systems integration support, hosting, and software subscriptions / platform fees.
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