

MPM Project

Project Budget and Time Schedule
for
Promotional Video for a Coffee Product
Starbucks Coffee Company

Submitted to
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1. Title of Project

Promotional Video for a Coffee Product for Starbucks Company

2. Project Description

This project, which is the production of a promotional video, comes within the framework of Starbucks' desire to increase the number of its customers in the Arab world and introduce them to the coffee product offered by the company.

3. Project Time Schedule\WBS (Work Breakdown Structure)

1. Pre-Production			
Task	Start Date	End Date	Time
1.1 Concept/Idea	19/09/2020	24/09/2020	1 Week (6 Days)
1.2 Storyboards	26/09/2020	01/10/2020	1 Week (6 Days)
1.3 Animatic	03/10/2020	08/10/2020	1 Week (6 Days)
Total Time			3 Weeks (18 Days)

2. Production			
Task	Start Date	End Date	Time
2.1 3D Modeling	10/10/2020	22/10/2020	2 Weeks (12 Days)
2.2 Texturing	24/10/2020	05/11/2020	2 Weeks (12 Days)
2.3 Rigging & Animation	07/11/2020	12/11/2020	1 Week (6 Days)
2.4 Lighting & Camera Setting	14/11/2020	19/11/2020	1 Week (6 Days)
Total Time			6 Weeks (36 Days)

3. Post-Production			
Task	Start Date	End Date	Time
3.1 Compositing & Special VFX	21/11/2020	26/11/2020	1 Week (6 Days)
3.2 Music & Foley	28/11/2020	03/12/2020	1 Week (6 Days)
3.3 Editing & Final Output	05/12/2020	10/12/2020	1 Week (6 Days)
Total Time			3 Weeks (18 Days)

Total Time for Project			
Project Area	Start Date	End Date	Time
1. Pre-Production	19/09/2020	08/10/2020	3 Weeks (18 Days)
2. Production	10/10/2020	19/11/2020	6 Weeks (36 Days)
3. Post-Production	21/11/2020	10/12/2020	3 Weeks (18 Days)
Total Time for Project			12 Weeks (72 Days)

4. Project Budget

1. Research & Idea Development			
Activity	Unit	Price	Cost
1.1 RESEARCH			
Books, research materials	3	20 \$	60 \$
Videos, screenings	5	10 \$	50 \$
Meetings (advisors, staff, etc.)	2	200 \$	400 \$
Misc research	3	50 \$	150 \$
Total Cost			660 \$

2. Crew & Personnel			
Role	Work Hours	Hourly Rate	Cost
Director	30	30\$/hr	900 \$
Producer	20	35\$/hr	700 \$
Writer	20	20\$/hr	400 \$
Storyboard Artist	15	25\$/hr	375 \$
Modelling Artist	50	35\$/hr	1750 \$
Texturing Artist	40	28\$/hr	1120 \$
Animator	30	25\$/hr	750 \$
Lighting Artist	10	20\$/hr	200 \$
Video Editor	15	27\$/hr	405 \$
Color Correction Artist	10	25\$/hr	250 \$
Voice Over	13	30\$/hr	390 \$
Sound Editor	8	20\$/hr	160 \$
Total Cost			7400 \$

3. Equipment & Places Expenses			
Activity	Unit	Price	Cost
3.1 CAMERAS			
CAMERA	1	500 \$	500 \$
Tripod	1	100 \$	100 \$
Misc camera accessories	2	150 \$	300 \$
3.2 SOUND			
Sound equipment purchases	1	300 \$	300 \$
Batteries, Expendables, etc.	4	100 \$	400 \$
Misc accessories	2	80 \$	160 \$
3.3 LIGHTING & GRIP			
Lighting & grip package rental	1	130 \$	130 \$
3.4 STUDIO FACILITIES			
Studio facility rental	1	1000 \$	1000 \$
Electricity & facility charges	4	200 \$	800 \$
3.5 LOCAL EXPENSES			
Parking lots & fees	7	15 \$	105 \$
Meals	15	20 \$	300 \$
Snacks/Craft Service	20	8 \$	160 \$
Location & Permits Fees	6	13 \$	78 \$
Miscellaneous	5	30 \$	150 \$

3.6 HARDWARE			
Laptops	5	1500 \$	7500 \$
Hard Disks	7	80 \$	560 \$
Equipment Repair	4	50 \$	200 \$
Technical Support	2	100 \$	200 \$
Miscellaneous	5	120 \$	600 \$
3.7 SOFTWARE			
Plugins	2	70 \$	140 \$
Materials	4	50 \$	200 \$
Textures	7	35 \$	245 \$
Miscellaneous	3	50 \$	150 \$
Total Cost			14278 \$

4. Rights			
Activity	Unit	Price	Cost
4.1 STORY & PHOTOS & CLIPS RIGHTS			
Story Rights	1	2000 \$	2000 \$
Photographs Rights	10	20 \$	200 \$
Video Clips Rights	5	30 \$	150 \$
4.2 MUSIC/COMPOSER			
Composer	1	800 \$	800 \$
Music Supervisor	1	500 \$	500 \$
Music Rights (songs, etc.)	4	200 \$	800 \$
Total Cost			4450 \$

5. Travel and related expenses			
Activity	Unit	Price	Cost
5.1 TRAVEL EXPENSES			
Airfare	1	500 \$	500 \$
Baggage & Equipment Fees	5	50 \$	250 \$
Hotel	1	700 \$	700 \$
Incidentals & gratuities	3	70 \$	210 \$
Local Transportation	8	25 \$	200 \$
Per Diem (includes travel days)	5	100 \$	500 \$
Miscellaneous	3	130 \$	390 \$s
Total Cost			2750 \$

6. Office & Administration Costs			
Activity	Unit	Price	Cost
6.1 Office Supplies			
Photocopy & Fax	5	20 \$	100 \$
Postage	4	15 \$	60 \$
Telephone	3	100 \$	300 \$
Office Meals	10	30 \$	300 \$
Production Office Rental	1	1200 \$	1200 \$
Add parking space	2	80 \$	160 \$
Loss, Damage & Repair	4	80 \$	320 \$
Miscellaneous	5	100 \$	500 \$

6.2 PROMOTION & PUBLICITY			
Postcards & Business Cards	100	2 \$	200 \$
Graphic Artist	1	300 \$	300 \$
Press Materials	3	200 \$	600 \$
Publicist	2	100 \$	200 \$
6.3 WEBSITE			
Domain name	1	100 \$	100 \$
Hosting	2	200 \$	400 \$
Design & coding	1	1500 \$	1500 \$
Webmaster/maintenance	1	1000 \$	1000 \$
6.4 PROFESSIONAL SERVICES			
Legal	1	700 \$	700 \$
Bookkeeper	1	500 \$	500 \$
Bank Charges	2	60 \$	120 \$
Union & Guild Fees	1	200 \$	200 \$
Total Cost			8760 \$

7. Insurance			
Activity	Unit	Price	Cost
7.1 INSURANCE			
General Liability insurance package	1	1000 \$	1000 \$
Errors & Omissions Insurance	1	700 \$	700 \$
Equipment & Video/Negative Insurance	1	1300 \$	1300 \$
Business Auto Liability	1	600 \$	600 \$
Worker's Compensation	1	1500 \$	1500 \$
Total Cost			5100 \$

Total Budget for Project	
Budget Parts	Cost
1. Research & Idea Development	660 \$
2. Crew & Personnel	7400 \$
3. Equipment & Places Expenses	14278 \$
4. Rights	4450 \$
5. Travel and related expenses	2750 \$
6. Office & Administration Costs	8760 \$
7. Insurance	5100 \$
Total Budget Parts Cost	43398 \$
Contingency 20%	8679.6 \$
Total Budget for Project	52077.6 \$