

1. THIS CHART IS INTENDED TO PROVIDE VISIBILITY ON THE RESOURCES THE AGENCY WILL ASSIGN TO THE AGENTIA DE INVESTITII ACCOUNT

Legal working hours / year	2 024	Local Currency	MDL no VAT included
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Title	Main area of work	FTE dedicated to the AGENTIA DE INVESTITII Account	NET Salaries / 10 months (Without bonus)	TOTAL	Comments if requested
Account Manager	Account management/administration	0,30	263 200 lei	78 960 lei	Lucrul la sarcinile de zi cu zi
Creative Director	Creative	0,10	334 400 lei	33 440 lei	Participarea si prezentarea la workshop-urile de training sectorial pe Brandul Moldovei
Copywriter	Creative	0,10	189 600 lei	18 960 lei	Revizuirea textelor la materialele de print, prezentari
Designer	Creative	0,30	284 400 lei	85 320 lei	Materialele pentru expozitii seminare, summits, grafice si tot lucrul de zi cu zi, prezentari, postări
Planning Strategic Director	Account management/administration	0,10	334 400 lei	33 440 lei	Participarea si pregatirea contentul pentru workshop-urile de training sectorial pe Brandul Moldovei

Direct cost**250 120 lei****2. UNDERSTANDING WHAT WILL BE AGENCY OVERHEAD (Overhead comprises all the costs that are not directly related to the services and goods provided to the clients):**

Costs included in the agencies indirect expenses
· Indirect labour
· Staff training and development
· Syndicated Research/data costs (not including client specific research/data); - AGB analysis, Other related researches and reporting
· Office costs (computers & systems, furniture and equipment, telephone, stationary/supplies, taxis, postage)
· Audit, bank charges
· Licencies and other software costs

3. Overhead charge on AGENTIA DE INVESTITII? Provide the proposed overhead as % of the direct costs (Direct cost comprises: Salaries and social charges directly related to the services or goods provided to clients)

Agency overhead as % of direct costs
39,00%

Amounts in MDL no VAT included		
Direct Cost	Overhead	TOTAL
250 120 lei	97 547 lei	372 679 lei

4. Proposed profit margin as a percentage (%) of the direct cost (Direct cost comprises: Salaries and social charges directly related to the services or goods provided to AGENTIA DE INVESTITII)?

Agency Profit as % of the Direct costs	Amounts in MDL no VAT included	
	Profit	Overhead
10%	25 012 lei	97 547 lei