

**1. THIS CHART IS INTENDED TO PROVIDE VISIBILITY ON THE RESOURCES THE AGENCY WILL ASSIGN TO THE Campaniațională de promovare a turismului în Republica Moldova ACCOUNT FOR October - February**

Legal working hours / year	2,024
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Local Currency	lei no VAT included
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Title	Main area of work	FTE dedicated to the AGENTIA DE INVESTITII Tourism Campaign	NET Salaries / 5 months (Without bonus)	TOTAL	Comments if requested
Account Manager/Digital	Account management/administration	0.20	142,200 lei	28,440 lei	Lucrul la sarcinile de zi cu zi, participarea la filmari a spotului
Creative Director	Creative	0.10	237,000 lei	23,700 lei	Participarea si prezentarea la workshop-urile de conceptualizarea spotului, strategiei digital
Copywriter	Creative	0.10	94,800 lei	9,480 lei	Revizuirea textelor pentru intraga campanie si la materialele de print
Designer	Creative	0.20	142,200 lei	28,440 lei	Machetarea tuturor materialelor necesare pentru producere si implementare a campaniei
Creative	Creative	0.10	132,600 lei	13,260 lei	Conceptualizarea spoturilor video si a materialelor Digital
Production manager	Account management/administration	0.10	124,829 lei	12,483 lei	Supervizarea si executarea producerii materialelor include in campanie, calendare, agende, coltun pentru valiza, insigne, survival kits
Planning Strategic Director	Account management/administration	0.05	236,167 lei	11,808 lei	Participarea si prezentarea la workshop-urile de conceptualizarea spotului, strategiei digital

Direct cost	127,611 lei
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**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, stationery/supplies, taxis, postage)
* Audit, bank charges
* Licencies and other software costs

**3. Overhead charge on Campaniațională de promovare a turismului în Republica Moldova? 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
33.00%

Amounts in lei no VAT included		
Direct Cost	Overhead	TOTAL
127,611 lei	42,112 lei	182,484 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 Campaniațională de promovare a turismului în Republica Moldova)?**

Agency Profit as % of the Direct costs	Amounts in lei no VAT included		
	Profit	Direct Cost	Overhead
10%	12,761 lei	127,611 lei	42,112 lei