

**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	2 008	Local Currency	lei no VAT included
----------------------------	-------	----------------	---------------------

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	0,10	284 400 lei	28 440 lei	Lucrul la sarcinile de zi cu zi
Creative Director	Creative	0,10	474 000 lei	47 400 lei	Participarea si prezentarea la workshop-urile de training sectorial pe Brandul Moldovei si Ruta Stefan cel Mare
Copywriter	Creative	0,10	189 600 lei	18 960 lei	Revizuirea textelor la materialele de print
Designer	Creative	0,20	284 400 lei	56 880 lei	Materialele pentru expozitii seminare, summits
Planning Strategic Director	Account management/administration	0,10	472 333 lei	47 233 lei	Participarea si pregatirea contentul pentru workshop-urile de training sectorial pe Brandul Moldovei si Ruta Stefan cel Mare

<b>Direct cost</b>	<b>198 913 lei</b>
--------------------	--------------------

**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
<b>39,67%</b>

Amounts in lei no VAT included		
Direct Cost	Overhead	TOTAL
198 913 lei	78 909 lei	<b>297 714 lei</b>

**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 lei no VAT included		
	Profit	Direct Cost	Overhead
<b>10%</b>	19 891 lei	198 913 lei	78 909 lei