

BUSINESS PLAN





LINDSAY AQUILINA
graphic designer



BUSINESS PLAN

- THE VISION
- THE MISSION
- EXECUTIVE SUMMARY
- VALUES
- DESCRIPTION OF SERVICES
- GOALS
- S.W.O.T. ANALYSIS
- BUSINESS ENVIRONMENT & MARKET TRENDS
- MARKETING AND OPERATIONS PLAN
- CLIENT PROFILE
- EVALUATION OF THE COMPETITION
- SUSTAINABLE ADVANTAGE
- TECHNOLOGY & PHYSICAL FACILITES PLAN
- FINANCIAL PLAN FOR THE NEXT THREE YEARS

THE VISION



To be one of the most reputable designers known in the creative as well as the music and entertainment industries. When it comes to brand design for aspiring musicians as well as for promotional design for established artist, I am the go-to contact for consultancy and production.



**TARGETED TOWARDS MUSIC AND
ENTERTAINMENT INDUSTRY INCLUDING
ASPIRING ARTISTS, SCOUTING
AGENCIES AND EVENT MANAGERS.**

THE MISSION

I am a graphic designer providing brand consultancy services as well as design corporate identities from scratch, promotional campaigns and any merchandise design as the client may request. I am targeting this industry because I can understand the clients' needs better, as I am also part of my clients' target market - I LOVE MUSIC.

EXECUTIVE SUMMARY




A ONE-STOP SHOP FOR MY CLIENTELE.



I am Lindsay Aquilina, a freelance Graphic Designer based in Malta. The idea behind this business is to create a design service targeting artists in the music and entertainment industries. This includes aspiring artists and musicians as well as event management companies and scouting agencies. The big idea is to create a one-stop shop for my clientele. Currently there are no local design agencies that target

a specific industry or market, therefore my design expertise as well as passion for music will provide a better service as well as a better end product. In addition, I form part of the target market of my clientele - I am very passionate about music and I like going to concerts and festivals. This gives me a better perspective of what the clients may have in mind, as I am familiar with their target market.

WHY HOW WHAT



DEFINING THE PURPOSE AND THE ETHOS OF THE BUSINESS.

Even as a freelancer, my venture is no exception. In recent years, the music and entertainment industry has increased in popularity. Also, a number of event management companies are being launched. I am doing this because I love being creative and also love music, and I want to contribute to the two industries that I am passionate about. I will achieve this by structuring a 'fool-proof' design strategy that is specific to the client, hence guaranteeing a successful outcome that is professional, on trend and all stakeholders are pleased. To achieve this, as already mentioned, I want to create a specialised design agency that caters for the above-mentioned industry first and foremost.

EXECUTIVE SUMMARY

The design services include corporate identity design, promotional design and merchandising. Photography and web development service will also be available, however they will be outsourced. The typical client for such services would be an event manager or a scouting manager along with an aspiring musician. Although the client would be coming from the same industries, the process of handling the project will definitely vary greatly. For instance, an event manager will most likely be employed by a bigger event hosting company, whereas a musician can be working on his or her career on a freelance basis.

As already mentioned above, there are no design agencies that currently cater for a

specific industry. However, there are quite a few established design agencies as well as freelance designers who have worked with clients within the music industry in the past years. So, the plan for the first three months is to focus on self-promotion and put my name on the map. That being said, I also have to consider the need of some form of cashflow to kick-off the business. For the first few months, although the main target clientele would still be in the music and entertainment industry, I will broaden my selection to other industries. If there is a project that is worth taking on, then I will accept it. The design industry is competitive indeed, therefore one still has to bear in mind that one can only be so selective in the beginning. Once there is a



**THERE ARE CURRENTLY
NO DESIGN AGENCIES
CATERING FOR A
SPECIFIC INDUSTRY.**



solid client-base as well as a steadier cashflow, then I would be in a position where I can be more selective in the projects I take on.

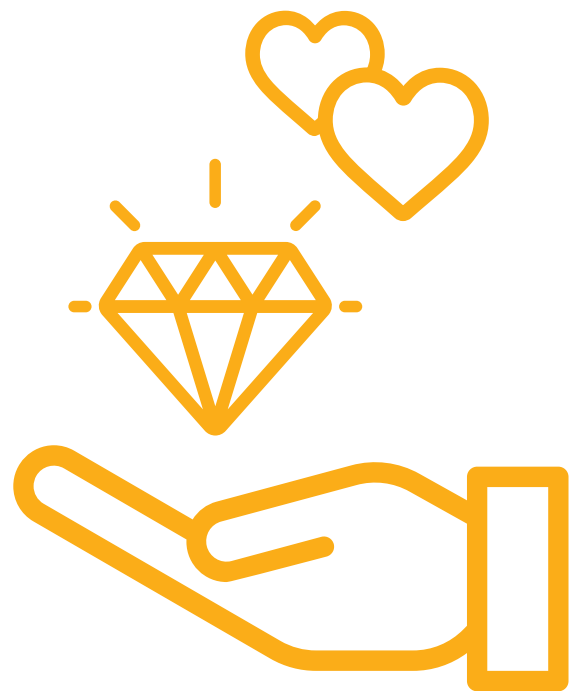
For the time being, I will be running the business from home. I will setup up a home-office to save on rent fees until the business is in gear. Once that is sorted, I will be looking as possibilities of an office space depending on the size of the client-base as well as what the clients would be looking

for mostly. The possibility of recruiting stuff is in the future plans. However, hiring staff on a remote basis is also a possibility. In recent months, the world has seen a number of benefits with remote working. As for business expansion in the near future, I am looking into branching out into stage and lighting design. With this expansion, the clients will definitely have a holistic experience when it comes to design services.

VALUES

**PASSIONATE.
CREATIVE. COMMITTED.
PROFESSIONAL. FRIENDLY.**

These are the five values that I abide by, and I would like to reflect it in my work and my start-up. As designer, creativity is expected, however without passion, creativity is stale. Passion is the main driver for creativity, for it makes creativity instinctive rather than mechanical. In addition to this, commitment is also a key element in any project. I strive to deliver the best possible solution to the client in a timely and efficient manner. Professionalism and commitment are key elements in any business and design is no exception. That being said, keeping it casual and friendly make work proceed better. No need for excessive formalities. The important thing is that the communication lines are strong from both ends.



DESCRIPTION OF SERVICES

As a freelance graphic designer, I will cater for design work from initial phases to prepress. This covers corporate identity design, promotional design (both digital and print), merchandising and UI design for websites.

Corporate identity includes logo design, complementary typography, colours and any supporting collateral (both print and digital, such as online banners and business cards). In conjunction to this, promotional design often works part and parcel with a brand. When it comes to promotional design and merchandising, it refers to all the material

required to advertise an event or artist. Flyers, posters, billboards, landing pages all fall under that category.

Merchandising is often known as 'giveaways', although merchandise can also be sold. Merchandise related to events are often small items branded with the event or artist's name and given out for free during a debut event. On the other hand, sold merchandise is often sold in stores or online. In certain occasions, one can find a 'pop-up shop' at large scale events where they are selling branded clothing, fashion items and commemorative memorabilia.

“
” *STRIVING TO DELIVER THE
BEST POSSIBLE SOLUTION TO
THE CLIENT IN A TIMELY AND
EFFICIENT MANNER.* “”

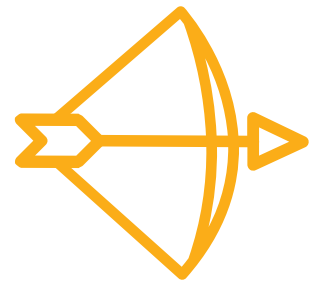
PASSIONATE.
CREATIVE.
COMMITTED.
PROFESSIONAL.
FRIENDLY.

GOALS



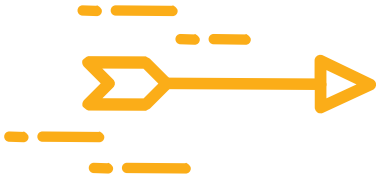
The initial plan is to put my services out there on the market and gather-up a small client base within the first quarter of 2021. During this first quarter, a low net-profit is expected until there is solid client base is in place. During this initial phase, clients outside the target market will not be turned down. If it is a project worth pursuing, then it is accepted.

Q1



The second quarter will be dedicated to streamlining a more concrete workflow as number of clients will be on the increase. The workflow includes how clients contact me, initial meetings, feedback sessions as well as sign off. This streamlining process can be extended to the third quarter of the year.

Q2



In addition to the streamlining process, by the third quarter, a higher profit margin is expected. In ideal circumstances, there would be a steady cashflow and an average number of clients each month, however the size of the projects undertaken need to be considered. By this time, the total revenue should be around €2000. By the end of the year, the business will be running smoothly with a mid-sized clientele as well as a steady financial income.

Q3



At this point, the business would be in a position where the client base is filtered more and progressing to more specialized projects, hence working on reaching that ultimate goal. In addition, by the fourth quarter, the service of photography as well as web development will be offered. This will be achieved through freelance contractors, where they would be commissioned by me from time to time as the needs arise. The first year is unlikely to yield any substantial profits, however, in the coming years, the business is projected to yield a lot more.

Q4

S.W.O.T. ANALYSIS



STRENGTHS

- I am good at brand and corporate identity design.
- I know my clientele's market, as I form part of their market.
- There are currently no agencies that cater specifically for this industry.
- As a sole trader for the time being, I can be more competitive with prices.



WEAKNESSES

- I would need to expand my skillset in the UI and animation departments in order to be able to compete with bigger agencies.
- As a sole trader, I may not be able to undertake multiple projects at once.
- Accountancy is not my forte - accounting services will be required.



OPPORTUNITIES

- Less overheads.
- Being specialised, clients are more likely to be loyal.
- There are a lot of event management companies locally, hence more potential clients.
- There is potential to expand this business into stage design and visual design.



THREATS

- Clients may hire in-house designers.
- IP Theft - legal advice would be required.
- Clients may resort to online/stock templates.
- Job volume may be seasonal.

BUSINESS ENVIRONMENT AND MARKET TRENDS

In recent years, the clubbing and entertainment industries are on a constant rise. The island has seen an increase in event management companies and also an increase in world-class musicians visiting the island, hosting concerts and events week after week. So far, this has had a good impact on Maltese tourism, which means that such events would not decrease in numbers any time soon.

Judging by the events in the previous five years, the summer season will definitely peak in terms of volume of work, as more events will be taking place. Major companies hold weekly events on various days. The most popular so far are on Fridays and Sunday evenings. In the last couple of years, there was an increase in demand for afternoon parties, and mid-week 'after work' events at various lounges in the Northern Harbour region of Malta. One of the drivers for such a demand is the number of large international companies setting up

offices in Malta, hence resulting in an influx in residents of different nationalities, therefore different cultural backgrounds.

With regards to the variety of work, promotional design in relation to the industry in question, can dominate over other projects, as scouting agencies are still a niche market on the island. That being said, there are aspiring musicians who put themselves out there and promote themselves on their own. When it comes to this industry, the 'word-of-mouth' is a key element to make a name. This is something that can work in favour of the business, especially in the early stages.

MARKETING AND OPERATIONS PLAN

MARKETING PLAN

In order to get my name out there on the market, I need to promote my own work first and foremost. As social media is a big platform nowadays, I can benefit from the exposure that I will get from it. A Facebook page and a Behance page are good springboards to get some exposure. In addition, I will work on perfecting my own portfolio website and update it with the latest work. E-mails are also in the plan, even if they are not the most effective way of attracting a client. That being said, it is indeed a free means of promotion, so at this point, every little push will help in the long run. Being mostly on digital platforms, I am allocating some money each month for some advertising space on the major social media platforms.

OPERATIONS PLAN

Following a correspondence by e-mail or phone call where the client outlines what do they need, an estimate will be issued to which it will be sent by the client and upon approval the project can commence. Following the approval, a project would start off with a formal meeting where the client will explain further and in more detail what are their objectives and requirements, and together we come to an agreement what will I be producing for them.

After this meeting, I would draft a detailed design brief, where I would be noting time-frames, design requirements, any outsourced services as well as a detailed list of the final outcomes. An example of such a brief can be found in Appendix A.

THE CLIENT PROFILE

The top tier clients will be employed or affiliated to bigger companies, hence the decision process will be more methodical and there may be the need of more vetting, given that there are multiple stakeholders in different levels of the corporate ladder.

Also, many event management companies currently seek design services from multidisciplinary design agencies that cater for multiple industries. The possibility that they may also have a designer working exclusively for them should not be excluded. Given that currently there are no graphic designers specialising in this industry, such a scenario can be expected. This can also mean that such companies may have binding contracts in place where they are to work exclusively with a specific agency for a set period of time or till the project ends. For the latter, it would mean that the company selected a design agency for

that specific season where there is a run of a number of weekly events, and that agency is to cater for all the design material that is required.

As for the mid-tier clients, a typical business transaction may be more straightforward, as there are less people involved. However, these clients should not be underestimated. Given that they are not associated with any employer or else they are a small company, they can very well be more likely to invest in a project, as they do not need to undergo rigorous approval processes, unlike bigger companies. Compared to bigger companies, budget might be smaller, however they will be more likely to take a risk. When it comes to design services, it is similar to the top-tier companies, with the exception that they may not necessarily be bound by contracts. Processes are more informal. It is also very likely that they are working with start-up companies or other freelance designers.

THE TYPICAL CLIENT

GIVEN THAT THE TARGET MARKET IS THE MUSIC AND ENTERTAINMENT INDUSTRY, THE TYPICAL CLIENT CAN BE ONE OF THE BELOW CATEGORIES:



TOP TIER CLIENTS:

- An event/PR manager.
- Brand manager (not excluding Franchising and Marketing Managers).
- Scouting agent.

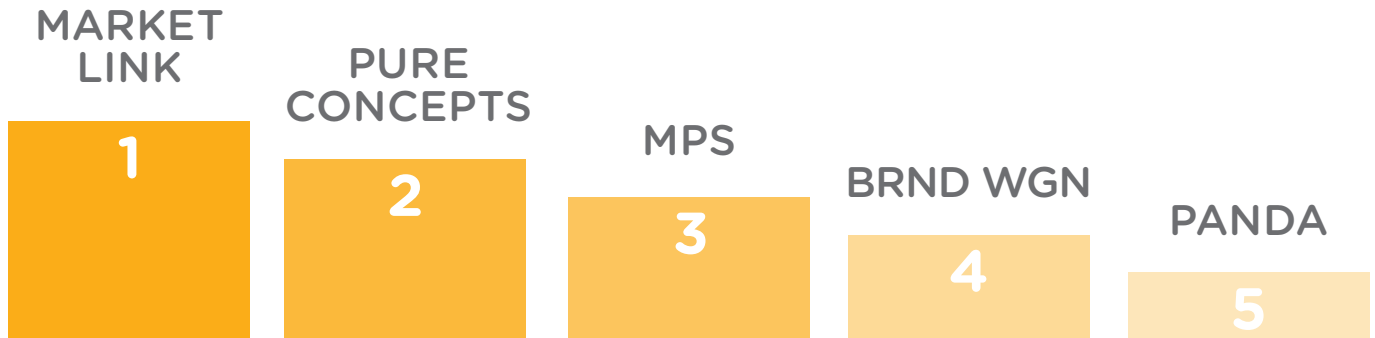
MID-TIER CLIENTS:

- Career manager designated to an artist or musician.
- An aspiring musician or artist.
- Start-up event management company.

OTHER CLIENTS:

- Clients outside the target market.
- One-off projects (banner for a local community event).
- Charity representatives.

EVALUATION OF THE COMPETITION



TOP 5 COMPETITOR DESIGN AGENCIES



TOP 3 COMPETITOR FREELANCE DESIGNERS

The above-mentioned competitors do not work exclusively for an event management company of any sort, nor do they specifically target an industry, including the music and entertainment industries. This puts the business in advantage. However, the islands are not short of design agencies nor from freelancers. Freelancers and SMEs are the biggest competitors. Many already have similar projects in their portfolio. Also, SMEs hold a position in the market where they are small, many with around 5 to 10 employees, hence few overheads, yet they are quite well known in the country. Therefore, they are able to be competitive with the prices and attract good quality clients.

As for freelancers, the main competitive factor is that they are affiliated with some events management company or else they have connections to such clients. That being said, some freelancers may hold the possibility of

becoming partners or sub-contracting agents. Even if the latter can prove challenging, for even if the demand is high, being a small country, there is also a good level of competition.

EVA
TH



“**SMES HOLD A POSITION IN THE MARKET WHERE THEY ARE SMALL, [...]YET THEY ARE QUITE WELL KNOWN IN THE COUNTRY. THEREFORE, THEY ARE ABLE TO BE COMPETITIVE WITH THE PRICES.**”

VALUATION
THE COMPI

SUSTAINABLE ADVANTAGE



THE KEY ADVANTAGE IS THAT I AM TARGETING CLIENTS WHOSE TARGET MARKET IS ALSO A MARKET WHICH I AM FAMILIAR WITH.



As already mentioned, the key advantage in the business is that I am targeting clients whose target market is music lovers and festival goers, a market which I am familiar with as I attend such events. Even if at present, there are no similar agencies that have a specific target market, it does not mean that such a new trend emerges. Therefore, it is important to outline possible pitfalls - both for the business and for the projects - and plan a contingency plan accordingly. The option of trademarking or patenting the business concept is omitted. This is simply because the core idea of the business - that of

being a design agency - is not new, and also there cannot be a monopoly on a particular business sector. That being said, the name of the business itself can of course be trademark. Also, specific project can be trademarked, particularly the ones that belong to specific artists. Project specific contracts will be drafted where the ownership of each party lies. In addition, a print release contract will be issued. This is a written permission given to the client to produce the work for 'personal use'. This includes re-printing of collateral material, photographs and merchandise.

POSSIBLE PITFALLS

- Whilst the basic principles of copyright are the same for all projects, some may be project specific. These include use of photography, purchased typefaces and custom artwork.
- Following the sign-off on a project, client might decide to hire a different designer to work on follow-up projects.
- Client might resell the designs as their own creation.
- Unauthorised sales as well as reproduction of merchandise.
- Failure to giving credit, hence avoiding payment of royalties. Designers and client need to discuss this prior to the project being accepted. Designer can agree to a percentage of the total earnings whenever the artwork is being used, which can be for a number of years. Following the agreed number of years, the designer and client are to discuss the matters once again and see where they stand.

TECHNOLOGY AND PHYSICAL FACILITIES PLAN

For the time being, I will be working from home. I will set up a home office to save on rent. As a sole trader, I am able to work in the comfort of my own home. However, in the coming months, renting out an office space is an option, as hiring stuff is in the future plans.

TECHNOLOGY AND PHYSICAL FACILITIES PLAN		
ITEM	DESCRIPTION	PRICE
Laptop	15" Macbook Pro	€2,800
Screen	ASUS LED 4K Screen 23"	€150
HDMI Cable	Generic HDMI Cable	€15
Mouse	Logitech Bluetooth Mouse	€10
Keyboard	Apple Magic Keyboard in Black	€170
Multi-port adapter	VAVA Multijack USB C Adapter	€60
Desk	N/A	€125
Office chair	N/A	€70
Backpack	Samsonite Laptop Backpack	€75
TOTAL		€3,475

FINANCIAL PLAN FOR THE NEXT THREE YEARS

GENERAL ASSUMPTIONS AND RECURRING EXPENSES

	YEAR 1	YEAR 2	YEAR 3
Tax Rate	15%	15%	15%
N.I. Rate	15%	15%	15%
Rental Expenses	--	€900	€900

NOTES:

- National Insurance rate is based on the net income.
- Rental expenses are subject to fluctuation at the landlord's discretion.

BREAK EVEN ANALYSIS

	YEAR 1	YEAR 2	YEAR 3
Forecasted average income per month	€3,200	€4,000	€4,800
Forecasted average income per year	€38,400	€48,000	€57,600

NOTES:

- Average rate per hour = €20
- Rate varies between €17 - €23

FIXED COSTS

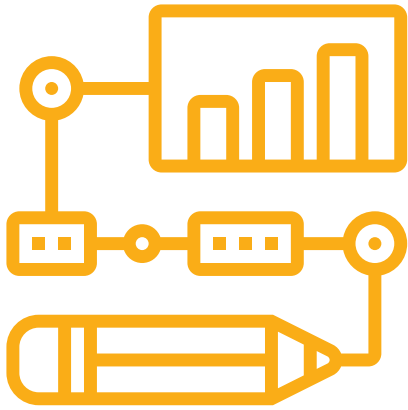
	YEAR 1	YEAR 2	YEAR 3
Rent per month	€0	€75	€75
Tax per month	€480	€600	€720
N.i. per month	€408	€510	€612
Printer rental per month	€0	€64	€64
Non-business related costs**	€1130	€1130	€1130
TOTAL COSTS PER MONTH	€2,018	€2,379	€2601
TOTAL COSTS PER YEAR	€24,216	€28,548	€31,212

NOTES:

- Non-business related costs include: Home loan, utilities, car fuel, Phone bill, Internet + cable bill

VARIABLE COSTS

	YEAR 1	YEAR 2	YEAR 3
Variable %	35.4%	35.4%	35.4%
TOTAL MONTHLY REVENUE FOR BREAK EVEN	€2,054	€2,422	€2,648
TOTAL YEARLY REVENUE FOR BREAK EVEN	€24,646	€29,064	€31,776



The following is a forecasting of the projected income for this business. As mentioned earlier, the forecast is based on the average hourly rate of €20 per hour and the forecasts are based on how the typical market would operated. As one can see, as the peak season - summer - is close, the numbers increase.

REVENUE FORECAST - PROFIT/LOSS

	YEAR 1		YEAR 2		YEAR 3	
	REVENUE	NET PROFIT	REVENUE	NET PROFIT	REVENUE	NET PROFIT
January	€1,500	-€554	€2,000	-€422	€2,000	-€648
February	€2,000	-€54	€3,000	€578	€3,500	€852
March	€3,500	€1,446	€5,000	€2,578	€6,000	€3,352
April	€2,000	€1,446	€6,500	€4,078	€7,500	€4,852
May	€2,000	-€54	€4,500	€2,078	€7,000	€4,352
June	€1,500	-€54	€2,000	-€422	€6,000	€3,352
July	€2,000	-€554	€2,000	-€422	€5,500	€2,852
August	€2,000	-€54	€4,000	€1,578	€5,500	€2,852
September	€2,000	-€54	€2,500	€78	€4,500	€1,852
October	€3,000	€946	€3,000	€578	€4,000	€1,352
November	€3,000	€946	€4,000	€1,578	€5,500	€2,852
December	€2,500	€446	€2,000	-€422	€3,000	€352
TOTAL	€28,500	€3,848	€40,500	€11,438	€60,000	€28,226

CASHFLOW ANALYSIS

	YEAR 1		YEAR 2		YEAR 3	
	SALES	COSTS	SALES	COSTS	SALES	COSTS
TOTAL	€28,500	€24,216	€40,500	€28,548	€60,000	€31,212
NET CASHFLOW	€4,284		€11,952		€28,788	

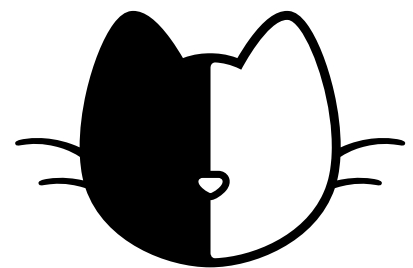


LINDSAY AQUILINA
graphic designer



APPENDIX A

- EXAMPLE BRIEF OF A PROJECT
- TIME FRAMES
- ESTIMATE
- BALANCE SHEET



LINDSAY AQUILINA
graphic designer

PROJECT BRIEF

CATEGORY:
PROMOTIONAL DESIGN

CLIENT:
BLOC 45

DATE:
09/06/2020

PROJECT BRIEF

PROMOTIONAL DESIGN

OVERVIEW

As part of their talent scouting initiative, BLOC 45 is hosting an open call for aspiring DJs and musicians, where whoever is interested can send a demo mix, track or video. Following a shortlisting process, the artists chosen will be called in for a meeting and to play live, to which the best candidates would then form part of line-up for one of the events hosted by BLOC 45 were they promote new talent for the upcoming season.

NAME OF EVENT:

LAUNCHPAD

EVENT DATE:

30th AUGUST 2020

VENUE:

THE VAULT, GIANPULA VILLAGE, RABAT

CLIENT

BLOC 45 is a talent management, events hosting and booking agency. It is the leader in the nightlife industry, boasting with numerous trademarked events taking place across the island every week. BLOC 45 is also always on the lookout for new local talent to add to their artist portfolio as well as offer an opportunity to aspiring artists to enter the business. Apart from working locally, BLOC 45 is also in partnership with various international event organisers and companies were they often work in collaboration to book internationally established artists to visit Malta as well as booking local DJs at international events.

DELIVERABLES

- 2 x Poster designs**
 - 1 x for the open call announcement
 - 1 x for the main event

*** posters are to be printed and published on social media platforms*
- 2 x Additional digital banner templates for social media platforms
- 1 x two-sided flyer design for open-call event
- 1x Ticket design for main event
- Token book design (for drinks)
- 2 x Wristband design
- 1 x general admission
- 1 x VIP admission
- Merchandise concepts
 - 1 x t-shirt design
 - 1 x cap design
 - Spanish Fans – suggested by client
 - Lanyards – suggested by client
 - Temporary Tattoos
 - Umbrellas

OTHER SERVICES

The client also requested radio advertisements and the option of filming the event. There is the possibility of outsourcing our own photography services, should the images provided by the client do not suffice.

SUPPLIERS

- Printer services
- Merchandise supplies

PROJECT TIMELINE

IN-HOUSE BRIEFING

The project will be split into two parts – The Open Call event and the Main Event. The whole project will follow a 4-phase procedure, with the exception that PHASE 2 will be split into 2 parts, covering two events.

TIMELINE

PHASE 1: IDEA GENERATION

- Brainstorming
- Sketching – diverge
- Refining sketching – converging stage
- Drafting of scripts

ESTIMATED TIME: 1 WEEK

PHASE 2: DIGITISING

PART 1

- Digitising of the best concepts – 3 concepts
- Leaflets for Open Call are the priority
- Poster for Open Call
- Digital banners

***Proceed to PHASE 3 upon completion*

PART 2

- Poster for Main Event – 3 concepts**
- Ticket design
- Wristband
- Merchandise – to be approved as soon as possible to be sent to supplier
- Tokens

***concepts will be similar to the Open Call leaflet should the client suggests it.*

ESTIMATED TIME: 1 WEEK

PHASE 3: ROUNDS AND FEEDBACK

- Presentation to client with initial finalised concepts
- Following feedback, the necessary correction are implemented
- Final concepts proceed to production

*** Client has 3 rounds of feedback included. Any other corrections will incur an additional fee.*

ESTIMATED TIME: 1 WEEK*

**time span may vary depending on client's response.*

PHASE 4: PRODUCTION

- All designs are ready till pre-press stage and ready for shipping.

ESTIMATED TIME: 1 WEEK*

**time span may vary depending on supplier.*

OUTSOURCING SERVICES

SUPPLIERS

Quotations for printing services and merchandise supplies are to be collected as soon as possible. Ideally, the following suppliers are selected in PHASE 1.

PHOTOS

The photographer will be scheduling the photoshoots during PHASE 2 of the project.

- Meeting to be scheduled with photographer to discuss project and concepts.
- Photoshoot to be scheduled with artists after speaking with client. Photographer will not be contacting client directly.

RADIO ADVERTISING

As soon as the script will be confirmed, it will be sent to the production house and to the radio stations selected by the client.



M: +356 99210326
E: aquilinalindsay@gmail.com
A: 15, 'Misty', Triq il-Qalb Imqaddsa, Zabbar ZBR 1421, Malta

Accountancy Department
 BLOC 45
 45, The Promenade,
 St Julians, STJ 2023
 Malta

ESTIMATE

Date: 10/06/2020

ITEM / SERVICE	DESCRIPTION	QUANTITY	PRICE
Promotional Design service	Designing of the following items: <ul style="list-style-type: none"> • 2 poster artworks • 1 two-sided flyer design • 1 ticket design • 1 token book design • 1 t-shirt artwork design • 1 cap artwork design • 4 temporary tattoo designs • 2 admission wristband designs • 1 umbrella artwork design • 1 spanish fan artwork design • 1 lanyard artwork design 	80hrs	€1696.00
Production of Items	Production of the following items: <ul style="list-style-type: none"> • Posters • Flyers • Tickets • Token Books (50 sheet p/b) • T-shirts • Caps • Temporary Tattoos • Admission wristbands • Umbrellas • Spanish Fans • Lanyards 	A1: 4; A3: 20 250 1000 100 200 300 1000 (250 p/d) 1000 1000 200 500	€6380.00
Photography Service	Photoshoot of artists	8hrs	€360.00
Radio advertising	Voiceover for one radio advert to be aired on 5 radio channels over 2 weeks -- price is total	N/A	€450.00
		TOTAL:	€8886.00

Incl. VAT

NOTE

Estimate valid for **30 days**.

For confirmation of estimate, kindly reply by email to aquilinalindsay@gmail.com.



LINDSAY AQUILINA
graphic designer

M: +356 99210326
E: aquilinalindsay@gmail.com
A: 15, 'Misty', Triq il-Qalb Imqaddsa, Zabbar ZBR 1421, Malta

CLIENT: BLOC 45 INVOICE NO: LA001/2020 STATUS: PENDING

DESIGN SERVICES

ITEM/SERVICE	DESCRIPTION	CONCEPTS	WORKING HOURS - CONCEPTUALISING	RATE P/H	WORKING HOURS - DIGITISING	RATE P/H
Poster design	Design of posters for events - copy provided by client	2	56	€23.00	24	€17.00
Flyers	Layout design of two-sided flyer - copy provided by client	1				
T-Shirt Design	Illustration / graphic for promotional t-shirt	1				
Cap Design	Illustration / graphic for promotional cap (to compliment t-shirt design)	1				
Temporary Tattoo	Illustration concepts for temporary tattoo	4				
Umbrella Design	Illustration / graphic for umbrella	1				
Lanyards	Branded lanyards	N/A				
Ticket design	Design of an admission ticket concept	1				
Wristbands	Branded Lanyards - General admission and VIP	2				
Spanish Fans	Branded Spanish Fans	N/A				
Token book	Simple typesetting for token book	1				

TOTAL €1,696.00

PRODUCTION AND SUPPLIERS

ITEM	DESCRIPTION AND SUPPLIER	QUANTITY	TOTAL COST PRICE	MARKUP	TOTAL SELLING PRICE PER ITEM
Tickets	Vistaprint, UK	1000	€175.00	10%	€192.50
Posters	4x A1, 30 x A3 -- Vistaprint, UK	4 + 20	€75.00		€82.50
Flyers	Vistaprint, UK	250	€20.00		€22.00
T-shirts	Vistaprint, UK	200	€875.00		€962.50
Caps	Vistaprint, UK	300	€1,780.00		€1,958.00
Token book	50sheets per book -- Vistaprint, UK	100	€300.00		€330.00
Temporary tattoos	4*250 -- Merchandise Malta, MT	1000	€850.00		€935.00
Umbrellas	Merchandise Malta, MT	100	€500.00		€550.00
Spanish Fans	Merchandise Malta, MT	200	€525.00		€577.50
Lanyards	Merchandise Malta, MT	500	€325.00		€357.50
Wristbands	VIP + General admission -- Merchandise	1000	€375.00		€412.50

TOTAL €6,380.00

TOTAL MARKUP €638.00

COST PRICE €5,742.00

OUTSOURCING

SERVICE	DESCRIPTION AND SUPPLIER	RATE P/H	NUMBER OF HOURS	TOTAL COST PRICE
Photographer	Photoshoot of artists for promotional posters	€45.00	8	€360.00
Radio advertising voiceover	Voiceover for one radio advert to be aired on 5 radio channels over 2 weeks -- price is total			€450
			TOTAL	€810.00

GRAND TOTAL & PROFIT/LOSS MARGIN

DESIGN SERVICES	€1,696.00
PRODUCTION	€6,380.00
OUTSOURCING	€810.00
GRAND TOTAL	€8,886.00
VAT (15%)	€1,332.90
NET PROFIT/LOSS (POST TAX)	€1,001.10



LINDSAY AQUILINA
M.A. GRFX

MODULE 3: Studio & Entrepreneurship
WORKSHOP CHALLENGE WEEK 4