

APPENDIX A – FEE PROPOSAL

Tenderers should list out the fee breakdown of the services specified in Section 2 of the tender document. Descriptive items which do not require a quotation are excluded from this appendix. The item numbers correspond to the numbering in Section 2.

1. Detailed breakdown of tender fee - Section 2 “SERVICES REQUIRED”

Item	Qty	Amount (HK\$)	Remarks
2.1 Overall Requirements			
Includes all tasks as listed under Section 2.1 - video production, media buy and publicity services			
2.2 Video Production			
Specifications of Video Production			
a) Phase 1 – 5 video clips			
<u>i. Clip 1</u>			
<i>Creative production</i>			
<i>On-site Shooting</i>			
<i>Video editing and post-production</i>			
<u>ii. Clip 2</u>			
<i>Creative production</i>			
<i>On-site Shooting</i>			
<i>Video editing and post-production</i>			
<u>iii. Clip 3</u>			
<i>Creative production</i>			
<i>On-site Shooting</i>			

Item	Qty	Amount (HK\$)	Remarks
<i>Video editing and post-production</i>			
<u>iv. Clip 4</u>			
<i>Creative production</i>			
<i>On-site Shooting</i>			
<i>Video editing and post-production</i>			
<u>v. Clip 5</u>			
<i>Creative production</i>			
<i>On-site Shooting</i>			
<i>Video editing and post-production</i>			
b) Phase 2 – 5 video clips			
<u>vi. Clip 6</u>			
<i>Creative production</i>			
<i>On-site Shooting</i>			
<i>Video editing and post-production</i>			
<u>vii. Clip 7</u>			
<i>Creative production</i>			
<i>On-site Shooting</i>			
<i>Video editing and post-production</i>			

Item	Qty	Amount (HK\$)	Remarks
viii. Clip 8			
<i>Creative production</i>			
<i>On-site Shooting</i>			
<i>Video editing and post-production</i>			
ix. Clip 9			
<i>Creative production</i>			
<i>On-site Shooting</i>			
<i>Video editing and post-production</i>			
x. Clip 10			
<i>Creative production</i>			
<i>On-site Shooting</i>			
<i>Video editing and post-production</i>			
2.3 Media Buying			
Specifications of Media Buying			
<i>a. Media buying Management and Overall Planning (Action plan and timeline)</i>			
<i>b. Execution of media buying (Please state the proposed media outlets, duration and format as below)</i>			
<i>i. Media Outlet</i>			
<i>ii. Cost</i>			
<i>iii. Deliverables / KPI</i>			

Item	Qty	Amount (HK\$)	Remarks
<i>i. Media Outlet</i>			
<i>ii. Cost</i>			
<i>iii. Deliverables / KPI</i>			
<i>i. Media Outlet</i>			
<i>ii. Cost</i>			
<i>iii. Deliverables / KPI</i>			
<i>i. Media Outlet</i>			
<i>ii. Cost</i>			
<i>iii. Deliverables / KPI</i>			
<i>i. Media Outlet</i>			
<i>ii. Cost</i>			
<i>iii. Deliverables / KPI</i>			
<i>i. Media Outlet</i>			
<i>ii. Cost</i>			
<i>iii. Deliverables / KPI</i>			

2. Others – any additional items suggested by the Tenderer

Item	Qty	Amount (HK\$)	Remarks
<u>Item 1:</u>			
<u>Item 2:</u>			
<u>Item 3:</u>			

Name of Company: _____

Signature of Person Authorised to Sign for
the Proposal:
(with company chop)

Address: _____

Tel No.: _____ Fax No.: _____

Email: _____ Date: _____