

PROJECT QUOTATION

Client: Mr. RAJA CSP

Project Title: Packaging Design & Amazon Launch for 'MALT FIX'

Date: 06 November 2025

1. PACKAGING DESIGN

Objective:

To create a premium, market-ready packaging design for MALT FIX that highlights brand identity, product value, and market positioning. The design will be developed in compliance with FSSAI norms and optimized for both print and digital use.

Scope of Work:

- Development of three unique creative concepts.
- Placement of product content including ingredients, nutritional chart, barcode, and FSSAI details.
- Structuring content layout for high print clarity and visual appeal.
- Preparation of print-ready artwork in AI, PDF, and JPG formats.
- Creation of 3D mockups for preview and approval.
- Coordination with the printing vendor to ensure correct color output and finish.

Manpower Involved:

Creative Designer – Concept creation, design execution, and final artwork preparation.

Content Strategist – Ensuring content accuracy, layout clarity, and FSSAI compliance.

Production Coordinator – Coordination with printer for output accuracy.

Project Lead – Communication with client and managing timely project delivery.

Deliverables:

1. Final Packaging Design – AI, PDF, JPG (Print Ready)
2. 3D Mockup Presentation – JPG / PNG
3. Printer Coordination Support – Digital / Email Communication

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Timeline:

Packaging design completion will take approximately 7 working days, including review and final approval.

Cost:

₹5,000 (One Time)

Payment Terms:

- 50% Advance upon project initiation.
- 50% Balance upon final approval.

Notes:

- Three major revisions are included; extra revisions will be billed additionally.
- The client must provide brand logo, FSSAI details, and product content before design begins.
- Printing cost is not included in this quotation.

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2. AMAZON LAUNCH & CHANNEL MANAGEMENT SERVICES

Objective:

To set up and launch MALT FIX on Amazon with optimized listings, marketing campaigns, and performance monitoring for visibility and sales growth.

Scope of Work:

- Account onboarding and setup.
- Category and brand approval assistance.
- GTIN exemption (if applicable).
- Product listing with SEO-optimized titles, bullet points, and descriptions.
- Amazon PPC campaign setup and management (ad budget excluded).
- A+ content page setup (excluding banners).
- Monthly optimization and promotional support.

Manpower Involved:

Amazon Account Specialist – Seller account setup, approvals, and onboarding.

Listing Executive – SEO listing creation and optimization.

Campaign Manager – PPC setup, monitoring, and report management.

Content Creator – A+ page content enhancement and formatting.

Project Coordinator – Client updates, reporting, and task coordination.

Deliverables:

1. Amazon Seller Account Setup – Complete onboarding & verification
2. Product Listing – Optimized title, bullet points, SEO content
3. A+ Content Page – Enhanced product description (excluding banners)
4. Amazon PPC Campaign – Creation, setup & monthly optimization
5. Performance Report – Monthly analytics & keyword performance summary

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Timeline:

- Amazon Launch Setup: 10-12 working days (from content and document submission)
- Ongoing Management: Monthly optimization and performance tracking

Cost Summary:

Month 1 - Full onboarding, setup & campaign management: ₹12,000

Advertising Budget - Minimum ₹200/day (Paid directly to Amazon)

From Month 2 - Channel management & performance monitoring: ₹6,000/month

Payment Terms:

100% Advance payment before project commencement.

Notes:

- Advertising budget to be managed directly from client's Amazon account.
- Banner and infographic creatives are excluded from this quotation.
- Monthly updates and suggestions will be shared for better performance.

Summary:

This quotation includes complete creative packaging design and Amazon channel setup for MALT FIX, offering end-to-end brand and e-commerce solutions to ensure professional presentation, visibility, and growth.