Company	RHAD PTE. LTD.
Digital Solution Name & Version Number[1]	DM RHAD Digital Marketing Package Version 2 - Web Starter Package [Landing page + Ad Campaign] (3 months)
Appointment Start Date	28 August 2025

Standard Packaged Solution (ie. Minimum items to be purchased)

Cost Item	Unit Cost ($)	Unit	Quantity	Subtotal ($)	Qualifying Cost * ($)
1) Software Not applicable to Digital Marketing Packages		NA	0.00		
2) Hardware Not applicable to Digital Marketing Packages		NA	0.00		
3) Professional Services Digital Marketing Needs Analysis Persona Development Market Landscape Brand and Competitor Audit Target Persona		Per Report	1.00		
Digital Marketing Strategy Development Digital Marketing Strategy Report - Marketing Strategy, Media Strategy and Key Performance Indicator Proposed brand positioning Analysis and Recommendation - Digital Assets		Per Report	1.00		
Digital Marketing Campaigns Ad Campaign (Execution of 2 mini campaigns) - Formulation, Planning and execution of the digital strategy for 2 campaigns - Campaign Ideation and Strategy - Channel Selection (Upto 2 platforms) - Ad Set up, Optimisation and Management - Copywriting for campaign posts (limited to 400 words) - Images for posting - Channel and Campaign Reporting Estimated Results* Campaign -Target ROAS (Return on Ad spend) - 200% to 500%* *- Based on industry benchmark and client needs.		Month	3.00		
Digital Assets Creation Ad Campaign - 1 to 3 Ad Groups Setup - 2 to 3 Ad Copies per Ad Group - Budget Division and Bid Setup - Keywords & Competitors Research - Text Ads Creation - 3x SMA ads copywriting (min. 3 ad copies & images)		Per setup	1.00		
Landing Page Creation (includes Copywriting between 350 to 500 words) 1x Landing Page Creation 1x Google Analytics Setup + Optimisation 1x Google AdWords Setup + Optimisation		Per Setup	1.00		
Review and recommendation (Based on campaign data analysis) x 3 Monthly Report x 1 Final Report		Per Setup	1.00		
4) Training Handover Training		Per Setup	1.00		
5) Others					

Not Applicable							
				Total	$ 6,000.00	$	6,000.00

[1] A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

* Qualifying cost refers to the supportable cost to be co-funded under the grant