

Company	Bizsquare Management Consultants Pte Ltd
Digital Solution Name & Version Number¹	DM Bizsquare Digital Marketing Suite Packages - Package 2 - TikTok Live Streaming + TikTok SMM for Sales Generation for 3 months
Appointment Period	13 July 2023 to 12 July 2024
Extended Appointment Period²	13 July 2024 to 12 July 2025

wef. 02 May 2024

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	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis (~8 Man Days) • Audit Report (current state of digital presence, business needs and digital assets audit)		per Report	1.00		
Digital Marketing Strategy Development (~8 Man Days) • Digital Marketing Strategy Report - Marketing Objectives - KPIs - Budget Plan - Brand Positioning - Target Audience - Visual Identity Package/Digital Assets • Client Engagement Framework - Project Brief & Plan - Conflict Resolution Framework		per Report	1.00		
Digital Marketing Campaign 1: 3 Months TikTok Live Streaming Campaign Scope of Work • Seller Account Set-up • TikTok Shop Registration - Product Listing (up to 30 products) - Product Updates (pricing, addition of new products) • Monthly Planning and Execution of 3x Livestreaming on Merchant Store for 3 months • Monthly Planning and Execution of 1x Livestreaming on KOL Channel for 3 months Targeted KPIs: Return on Spending: 100% - 500% *KPIs varies on industry and campaign/promotion offer		per Package	1.00		
Digital Marketing Campaign 2: 3 Months TikTok SMM Campaign Scope of Work • TikTok for Business Set-up • TikTok Profile Update • Monthly Media Content Calendar (inclusive of): - 4x Reels per Month for 3 months - Content Ideation and Key Messages Development - Creative Concept, Tone of Voice and Styling - Caption Writing - Post Scheduling - Strategy Planning with SME for Monthly Attractive Offer Targeted KPIs: Return on Spending: 100% - 500% *KPIs varies on industry and campaign/promotion offer		per Package	1.00		

<p>Digital Assets Creation TikTok Live Streaming Campaign Assets (3 Months)</p> <ul style="list-style-type: none"> • 3x Live Streaming on Merchant Store per month for 3 months • 1x Livestreaming on KOL Channel per month for 3 months <p>*All Live Streaming videos will be recorded for download</p>		per Package	1.00		
<p>Digital Assets Creation TikTok SMM Campaign Assets (3 Months)</p> <ul style="list-style-type: none"> • 4x Reels per month for 3 months (10-30s per video) • 4x Copywriting per month for 3 months <p>*All copywriting or reels include up to 2 refinements</p>		per Package	1.00		
<p>Review and Recommendation (~6 Man Days)</p> <ul style="list-style-type: none"> • Monthly Campaign Performance Report (including observations and recommendations for refinements) • Final Report (including handover checklist and recommendations for enhancements) 		per Month	3.00		
<p>4) Training Training (~4 Man Days)</p> <ul style="list-style-type: none"> • Comprehensive Internal Training Workshop - Understand Basic Digital Marketing Concepts - Learn to Adapt and Apply the New Digital Marketing Strategy • Workshop Notes 		per Package	1.00		
<p>5) Others Not Applicable</p>					
			Total	\$ 10,000.00	\$ 10,000.00

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

² As specified in the Letter of Appointment, IMDA may exercise the option to extend the Appointment Duration for an additional one-year ("Extended Appointment Period")

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