

Expenditure Plan

Easy Life Company

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Expenditure Report by Team 12

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Expenditure Breakdown

Item	Amount	Estimate Cost (TL/unit)	Total Expected Expenditure (TL)
Production and Design			
Mini PC	1	300	300
Monitor	1 (borrowed from Tark Reyhan)	-	-
GMS Module	1	20	20
Cables & Chips	N/A	10	10
Marketing and Advertisement			
Poster Design	1 (internal sourcing)	-	-
Poster Printing	10	10	100
Promotional CDs with Easy Life Logos	100	0.7	70
Business Cards for Managers	6 X 25 Packages	5	30
Hand-outs	500	0.06	30
Letterhead paper	100	0.1	10
Giweaways	100	1	100
Travel Costs and Meeting Expenses	1 in İstanbul & 10 in Ankara	150 for İstanbul Meeting and 10 for Ankara Meetings	250
Web-Site Management and Design	(internal sourcing for design and university sources for hosting)	-	-
Total Budgetary Expenditure			920

Notes on Individual Items

- Costs for production and design materials are estimates based on meetings with suppliers in Turkey and in China, contacted via Alibaba.com
- Since we have members capable of poster design with experience, we chosed not to outsource it since it will have financial burden for us.
- Our project requiries us to meet with NGOs, relevant Government organizations in order to get support, including financial, for our product. We have conducted 5 meetings so far, and we are planning one Istanbul visit to meet with companies to sponsor our product or be our business parnters
- For printing and business cards we contacted to several printing houses in Ankara and presented estimates costs.

Breakdown of Total Expenditure

