

# Escola Universitària Politécnica de Mataró

Centre adscrit a:



UNIVERSITAT POLITÈCNICA  
DE CATALUNYA

**Bachelor's Degree in Audiovisual Media**

**FARMACIOLA VERDA**

**Economy study**

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**TecnoCampus**  
**Mataró-Maresme**



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# 1. Project costs.

## 1.1. Technical equipment costs.

The project had a technical equipment costs that it will describe in the next table:

<b>. CAMERA EQUIPMENT</b>	<b>Quantity</b>	<b>Price €/unit</b>	<b>Total(€)</b>
- Nikon D5200	1	700	700
- Nikon D3100	1	350	350
- batteries for Nikon	4	35	140
- SD Card (16 GB)	1	15	15
- SD Card (8 GB)	1	10	10
- Tripod Manfrotto	3	100	300
<b>. SOUND EQUIPMENT</b>			
- JVC GY-HM150	1	2000	2000
- SD Card (16 gb)	1	15	15
- Lavalier microphone	1	40	40
- Headphones	1	30	30
<b>. LIGHTING EQUIPMENT</b>			
- 3 focus + 3 tripods + filters + diffusers KIT	1	120	120
- Dimmer	1	25	25
- Reflector	1	20	20
<b>. EDITING EQUIPMENT</b>			
- Laptop SONY VAIO	2	1200	2400
- 1 TB External Hard Drive	2	70	140
<b>TOTAL</b>			<b>6.305 €</b>

### 1.1. Technical equipment costs

The members of the project used software during the postproduction described in the following lists:

<b>.SOFTWARE</b>	<b>Quantity</b>	<b>Price €/unit</b>	<b>Total</b>
- <b>Production Premium adobe PACK CS6:</b> [Photoshop Extended, Illustrator, Flash Professional, Adobe Premiere Pro, After Effects, Adobe Audition, SpeedGrade, Adobe Prelude, Encore, Bridge, Media Encoder]	1	1500	1500
- <b>Adobe Dreamweaver cs6</b>	1	300	300
- <b>Cinema 4D Studio</b>	1	2000	2000
- <b>Microsoft office</b>	1	130	130
<b>TOTAL</b>			<b>3.930 €</b>

### 1.2. Software costs

## 1.2. Human resources costs.

This project was made for two members who performed all roles. But the project have to identify the executor of every task to quantify the human costs.

CONCEPT	Hours	Price (€)/hour	Total
- Study and documentation (Product manager)	200	30	6.000
- Scripts (Script writer)	200	30	6.000
- Camera operator	70	20	1.400
- Sound operator	70	20	1.400
- Project edition (Video editor)	300	30	9.000
- Website and social networks designer	100	20	2.000
- drafting the memory	70	30	2.100
<b>TOTAL</b>			<b>21.900 €</b>

1.3. Human costs

## 1.3. Other costs.

Extra costs are expenses caused for the realization of the project, like travel costs or telephone to contact with interviewees.

CONCEPT	Total
- Documents(impressions, photocopies)	15
- Telephone (Contact with interviewees)	50
- Meals	100
- Travel costs	300
- Domain .COM expense	10
	<b>475 €</b>

1.4. Other costs



## 1.4. Amortization of technical equipment.

In this section appear the expenses attributable to three months that the project lasted.

MATERIAL	Price
- Nikon D5200	700
- Nikon D3100	350
- JVC GY-HM150	2.000
- Lavalier microphone	30
- Headphones	40
- Laptop for editing(2)	2.400
SOFTWARE	
- Production adobe Premium Pack	1.500
- Adobe Dreamweaver cs6	300
- Microsoft office	130
- Cinema 4D Studio	2.000
<b>TOTAL amortization (6 years)</b>	<b>9.450 €</b>
<b>TOTAL amortization (1 year)</b>	<b>1.575 €</b>

### 1.5. Amortization

The annual amortizable costs are 1.575 €.

The project lasted three months.

$$1.575 \text{ €} / 12 * 3 = 393,75 \text{ €}$$

The costs attributable to the project are **393,75 €**

## 1.5. Indirect expenses.

These costs are the indirect expenses related with water and electric power consume and also facilities uses.

These expenses are around 15% to 20%. In the case of this project it's considered 15 %.

## 1.6. Final project cost.

To calculate the cost of the project we realize the sum of the previous costs. It just counts the amortization costs of the technical equipment attributable to three months of work.

<b>Human resources costs</b>	21.900
<b>Others costs</b>	475
<b>Amortization costs (three months)</b>	393,75
<b>Subtotal</b>	22.758,75
<b>Indirect expenses (15%)</b>	3.413,81
<b>TOTAL</b>	<b>26.182,56 €</b>

1.6. Final project costs

## 2. Selling price in the market.

*Farmaciola verda* is a non-profit project that offers all contents free, but thinking in the economy study these are the conclusions:

The project costs 26.182,56 € including all expenses. We cannot calculate the unit price of sale because it's a single product. But we can estimate a percentage of benefit to value all realized work.

I think it would be fine a 40% profit in this project. The selling price of the product should be 36.655,58 € to cover costs and to obtain the expected profit.

$$26.182,56 * 0,4 = 10.473,02 \text{ €}$$

$$10.473,02 + 26.182,56 = 36.655,58 \text{ €}$$