

# Costing Model | Back to basics

Services	Description	Non-Member	Member
<b>Company Profile</b>	A 1-2-page, well-designed professional introduction that informs people of your products, services, and current status.	R2 200	R1 760
<b>Company Deck/ Overview</b>	A comprehensive presentation that provides stakeholders with an overview of your business, whether it's showcasing your product, sharing your business model or introducing your team.	R5 000	R4 000
<b>Case Study/ blog</b>	A written account of a customer's experience with your business. This typically includes the problem the customer was facing before they used your product or service, and how you helped overcome that problem.	R2 200	R1 760
<b>Press Release</b>	A written communication that reports specific but brief information about an event, circumstance, or other. It's typically tied to a business or organisation and provided to media through a variety of means.	R2 200	R1 760
<b>Product Guide</b>	A product description is the marketing copy that explains what a product is and why it's worth purchasing. The purpose of a product description is to supply customers with important information about the features and benefits of the product so they're compelled to buy it.	R1 650	R1 320
<b>General Presentation</b>	<ul style="list-style-type: none"> <li>•Providing Information</li> <li>•Teaching a Skill</li> <li>•Reporting Progress</li> <li>•Selling a Product or Service</li> <li>•Solving a Problem</li> </ul>	R5 000	R4 000
<b>Speech Writing</b>	Outsource your speech content to capture people's attention for any event ( keynote address, award acceptance retirement and more).	R1 650	R1 320