COMMERCIAL SCOPE / BASELINE CONFIGURATION

Price the work. See the choices.

A commercial architecture programme for Brindle Foods. Three product families, two markets, research and team enablement.



£43,300

Illustrative professional fees · excluding VAT and third-party costs

42 days	8 weeks	30 / 40 / 30
Total team effort	Indicative delivery window	Proposed payment split

Fictional scope and rate card. This PDF captures the builder's baseline; changing a configuration does not change an agreed contract. Generated product photography.

01 / THE VISIBLE RATE CARD

Every fee has a work package.

WORK PACKAGE	LEAD DAYS	ANALYST DAYS	FEE
Commercial foundation	6	4	£10,900
Product-family architecture	3	6	£8,850
Market adaptation	4	6	£10,100
Research sprint	4	6	£10,100
Team enablement	2	1	£3,350
Total	19	23	£43,300

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19 lead days × £1,250 = £23,750
23 analyst days × £850 = £19,550
Professional fee = £43,300
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Included

One commercial foundation, architecture for three product families, adaptation for two markets, one bounded research sprint and two team workshops.

Excluded

Consumer recruitment and incentives, travel, external datasets, packaging production, legal review and tax. No price uplift or profit outcome is guaranteed.

A product family is a group sharing one pricing logic, not an individual SKU. A market is one geographic/channel context. Validate these boundaries before using the model for a client quote.

02 / FROM CONFIGURATION TO PROPOSAL

A clear commitment starts with clear assumptions.

STAGE	PROPOSED INVOICE TRIGGER	AMOUNT
30% · Mobilise	Agreed scope and start date	£12,990
40% · Review	Delivery of the draft commercial architecture	£17,320
30% · Handover	Final agreed outputs and team handover	£12,990

19 + 23

Lead + analyst team days

7 days

Assumed team capacity per week

2 weeks

Additional review allowance

Eight weeks is a planning estimate.

42 team days ÷ 7 days of weekly team capacity = 6 delivery weeks, plus 2 review weeks. This is not a resource-levelled calendar or a confirmed start date.

Keep the scope adjustable.

Open the pricing & scope builder ↗ to vary product families, markets and optional work. Its printable configuration summary reflects the current inputs; this three-page PDF remains the baseline reference.

Fees are calculated in integer pence. Payment stages reconcile exactly to the fee. No discount, VAT, third-party costs or financing are silently included.