

Moonpoppy Enterprises



Fee Schedule

&

Terms and Conditions

~ updated March 2011

www.moonpoppyenterprises.com

Skype: Moonpoppy



Fees

We work with a diverse range of clients with very differing needs and requirements and as such, we aim to keep our fees cost-effective and flexible while providing an excellent service.

If you have specific projects in mind which do not appear on this schedule, please do get in touch with us.

Initial consultation

We are delighted to offer you up to thirty (30 minutes) of our time for an initial consultation, free of charge. Your initial consultation may take place via Skype, telephone or at our premises in London.

Please use this time to find out how we can best help you and your business; there may well be ways we can help you to streamline your business processes and improve your efficiency at no, or little cost. Please note that as a small business we have limited resources and therefore any email or verbal communication after your initial enquiry in the run-up to your consultation will be included as part of your free 30-minute consultation period. Thank you for your understanding in this matter.

We like to work closely with our clients, even for one-off projects, and we pride ourselves on offering excellent value for money along with a personal service. Our integrity and honesty is everything to us; if something doesn't seem to be working as well as we hoped, we will get in touch with you to find a way to work through it - no hiding under the carpet for us.

Research: we reserve the right to charge a nominal fee up for any specific research undertaken to support any projects you may have requested us to provide a quotation for, which will be payable up-front. This nominal charge will be refunded to you if you wish for us to progress with your project.

How we work

We provide our quotations based on regular contact with yourselves via email only. As a Virtual Assistant support service, we act on the basis that all services are provided remotely (unless we are hired to provide on-site support) and as such, we make full use of modern technology. We wish to reassure you that when we work on your work, your project, you have our complete, focused and undivided attention at all times and, as such, the flow of your work can be interrupted by us constantly having to answer the telephone.

All of our working time is recorded via the Paymo time-management program which records time spent working on your specific projects (even tasks) to the second, providing total transparency. We therefore actively encourages all of our clients to use email to get in touch with us wherever possible; we like to schedule telephone calls to make sure you, again, have our undivided attention.

Our hours are not the average Monday - Friday, 9am - 5.30pm times. Our clients are scattered throughout the world, working in different time zones. We find our choice of flexible working works very well for our clients.



Please note that the rates given below are primarily for one-off projects; many of our clients opt to pay a monthly retainer fee (information below) for a core number of hours which affords them a great deal of flexibility at a discounted price.

:: ADMINISTRATION/SUPPORT

Administration: secretarial - A4 page <i>(copy & paste service with minimal formatting, you supply copy)</i>	£ 4 - 1st page £ 1.50 - subsequent
Administration: document formatting <i>(editing, tabulation, formatting, graphics)</i>	£22- £30 per hour
Correspondence & document drafting <i>(working from 'bare bones'/no defined content to prepare on your behalf)</i>	£26 - £35 per hour
Design and production of marketing materials - brochures, flyers etc.	£26 - £35 per hour
Manuscripts, novels, e-books, dissertations, theses, case studies - presentation	£ 9 - per 1000 words £ 9 - £12 tabular
Newsletters <i>(content supplied by you in typed format, standard template, no editing)</i>	£30 per newsletter
Presentations	£ 3.50 - £6.50 per slide
Research <i>(internet and desk-based)</i>	£30+ per hour
Working with you: business meetings <i>(travel time to your premises charged at 50% of hourly rate, expenses at cost)</i>	£20 per hour
Working with you: discussions, scheduled <i>(by Skype/telephone)</i>	£15 per hour

Database set-up and management also available, if required.



:: RETAINER SERVICES

Pre-purchase 10 hours of our time for your project work	£250
Pre-purchase 20 hours of our time for your project work	£450
Pre-purchase 30 hours of our time for your project work	£650
Pre-purchase 40 hours of our time for your project work	£800

Please note that the retainer special prices as shown above are pre-payment only and only valid for a maximum of 8 weeks from date of payment.

:: SOCIAL MEDIA MANAGEMENT

Weekly maintenance of your social media accounts including post scheduling and social bookmarking of 2 articles/posts/videos (1 hr per week = 4 hrs p/m)	£100 per month
Promotions/media campaigns	£30 per hour
Set-up of online forums, blogs and other social media platforms	£40 per hour
YouTube: video presentation creation (simple) and management	£40 per hour
Working with you: Strategic social media planning, coaching and mentoring	£50 - 2 hour session
Working with you: Tweet Me Gently or Facebook training sessions - either at our premises in London or via Skype	£50 - 2 hour session

Maintenance

- :: weekly maintenance of your social media accounts (Twitter, Facebook and LinkedIn) including scheduling of posts and syndication
- :: online reputation management, including web alerts
- :: online directories listings (including research)
- :: provision of social bookmarking for articles, posts and videos
- :: monthly statistics, where required
- :: research and connecting with target (niche) market, where required
- :: promotions, campaigns and liaison with clients
- :: YouTube video creation and management

Management and set-up

We are experienced in blog and online forum set-up and therefore ideally placed to help you to build your base.

- :: moderation (forum) services
- :: Facebook fan page set-up
- :: WordPress, Blogger and Posterous set-up, including technical add-ons (bit.ly, ping.fm, twitterfeed)



:: SPECIALIST

e-Newsletter design and maintenance <i>(including template set-up, linking to existing social media accounts)</i>	£30 per hour
Proof-reading	£22 - £30 per hour
Staff induction, training and development, recruitment support	Based upon specific requirements
Synergy Mentoring e-programme & 1 hour Skype mentor call per month	£85 per month
Transcription - specialist in IP and criminal law <i>(also case conferences, hearings, minutes, radio shows, workshops)</i>	£18.50 - £23 per hour <i>(dependent on technical content & recording quality)</i>
Workshops: guided relaxation/ mindfulness techniques, incl. branded materials <i>(maximum of 12 participants per half-day workshop)</i>	From £750 per half-day

Time-critical projects

* Priority service (24 - 48 hour turnaround)	40% surcharge
* Critical service (overnight/ weekend turnaround)	100% surcharge

Sundry charges

Our fee schedule is not inclusive of the following, which will be charged at cost*:

- * Printing
- * Telephone charges
- * Fax charges
- * Lengthy email correspondence outside of the scope of original project/ added matter
- * Stationery
- * Postage
- * CDs (transfer or back-up of data and documents)

*(*charged at our discretion)*



TERMS & CONDITIONS

Acceptance of our quotation (or booking form) which defines the full scope of the work and/or project will be deemed as agreement to the full Terms and Conditions defined herein.

Written confirmation must be received by us, Moonpoppy Enterprises, either by email confirmation or in hard copy before any work and/or project can commence. We reserve the right to amend our original quotation at any time should additional work be requested by you ("the Client") which is outside the scope of that included within the agreed quotation (or booking form).

1 Confidentiality

1.1 All projects and work undertaken by Moonpoppy Enterprises are considered strictly confidential and therefore we can confirm that no details will be revealed to any third party unless this is deemed to be necessary by law or unless we have your full consent.

1.2 Our confidentiality and discretion is guaranteed; however, we would be happy to sign a Confidentiality Agreement or Privacy Policy document as supplied by you (The Client). We would also be happy to prepare a new agreement as dictated by you, the Client, if required.

1.3 Please note all original documents submitted to Moonpoppy Enterprises will be returned to you, the Client, upon request and after completion of the work carried out and after payment in full has cleared. Please note that original documentation will be despatched to you at your cost.

1.4 All documents may be emailed to you, the Client, as password-protected (or encrypted) upon request; if the Client wishes to use online storage facilities for secure exchange of documents this may also be arranged for a small additional fee.

2 Liability

Please note: Personal visits to our premises are by invitation only; we are happy to meet with you at your premises or at a mutually-convenient venue.

2.1 By accepting work or services agreed upon, you (the Client) assume full responsibility for final accuracy checks of documents, final product or service. Any typographical errors or omissions brought to our attention within 48 hours of receipt will be amended free of charge.

2.2 Moonpoppy Enterprises cannot be held liable for errors or omissions that appear your (the Client's) final product in which the service completed by us is included.

2.3 Should any errors be found in the work carried out by Moonpoppy Enterprises, we are liable for the cost of the work only; no further liability is acknowledged.

2.4 Moonpoppy Enterprises cannot be held liable for projects or assignments not received by you, the Client, by agreed deadlines when transmitted electronically. We encourage you, the Client, to confirm safe receipt of projects or assignments in the form of electronic written communication as a form of good practice and to enhance effective communications.



2.5 It is the responsibility of you, the Client, to gain the appropriate copyright permission from any third parties for material supplied to us. Moonpoppy Enterprises will not be held responsible for any plagiarised material supplied by you, the Client; we reserve the right to return the work should we become aware of such an instance. Moonpoppy Enterprises retains the right to reject work for any Client which involves material which we find to be illegal, immoral or objectionable.

2.6 Moonpoppy Enterprises cannot be held liable for damage to any media supplied by you, the Client, either in our possession or in transit. If full instructions are not given, or requests for changes made are unclear, no responsibility by Moonpoppy Enterprises can be taken for any such discrepancies whatsoever if these are not clarified prior, or during, work on the assignment.

2.7 All incoming emails, disks, CDs or other media will be scanned for viruses. Moonpoppy Enterprises will not open unsolicited attachments to emails or email attachments which do not have any accompanying explanatory message.

2.8 Moonpoppy Enterprises endeavours to scan all emails and attachments sent to you, the Client, and uses up-to-date anti-virus software at all times. However, it is the sole responsibility of all authorised recipients to check text, graphics and attachments before opening; no responsibility or liability will be accepted by Moonpoppy Enterprises.

2.9 Back-up copies of client files are kept for a period of one year only at your request. After that time, they will be deleted. We advise all clients that original documents should be sent via a traceable method of delivery, preferably by Special Delivery or by courier (please liaise with Moonpoppy Enterprises to ensure that there will be someone available to sign at our premises if sent by these methods).

3 Payment Terms

3.1 Payment is due strictly 14 days from the date of invoice, unless otherwise agreed in writing and must be made in UK sterling (£).

3.2 For new clients, 20% of the quotation fee will be required before commencement of the agreed work. The amount will need to be received and cleared by our bank before we can commence work.

3.3 For quotations given above the sum of £300, a payment of 50% of the quoted final figure will need to be received and cleared by our bank before we can commence work. Should the project be urgent, a copy of the electronic transfer document can be sent via email as proof of payment.

3.4 We invoice you, the Client, at the beginning of each calendar month unless agreed otherwise.

3.5 Under the Late Payment legislation, we will exercise our statutory right to claim interest charges and compensation for debt recovery costs should we not receive payment according to agreed credit terms. Accordingly, should payment not be received in full within the agreed term, interest will be charged at the prescribed rate in accordance with published guidelines via the UK government (Bank of England base interest rate + 8%); compound interest shall be applied to overdue amounts.



3.6 Moonpoppy Enterprises is not VAT registered at this present time.

Please note:

3.7 Payment can be made via bank transfer (BACs), cheque, credit card (via PayPal) for international clients and credit/debit card (via PayPal) for UK clients. All invoices will be submitted in £-sterling and will be subject to any bank charges related to bank transfers and credit/debit card handling charges. If you elect to pay by PayPal, 5% of your total invoice amount will be added as a surcharge.

3.8 Payment may be made by cheque, payable to "C Carling".

3.9 In the event of any client payment being refused by our bank for payment of an outstanding invoice, you, the Client, will be fully responsible for reimbursement of all bank charges resulting from the returned payment.

3.10 We are pleased to accept work from the UK or abroad; however, our requirement is that the output is in English and Moonpoppy Enterprises' payment terms are agreed.

4 Fees

4.1 Initial consultation for new clients: Moonpoppy Enterprises offers a free consultation for a maximum period of one hour (including email correspondence), either by Skype, telephone or by visit to mutually-convenient premises, where practical. Should the initial consultation period exceed one hour, Moonpoppy Enterprises reserves the right to charge for additional time incurred during the consultation.

4.2 Charges are applicable for sundry items, such as telephone calls, postage and printing. The use of non-standard materials will be charged at cost unless expressly quoted in our estimate.

4.3 Due to the nature of the Virtual Assistant service offered by Moonpoppy Enterprises, we reserve the right to charge you, the Client, for time spent responding to telephone enquiries; this is to actively promote usage of our services to your maximum benefit in the most cost-effective and time-efficient manner for you (by using email as the main method of communication).

4.4 We reserve the right to charge accordingly for additions or amendments made by you, the Client, outside the scope of that originally quoted for, after consultation with you, the Client.

4.5 We reserve the right to change turnaround times and prices quoted due to changes in the specification, quantity, legibility and/or quality of origin or source material, delivery arrangements, unforeseen problems or other circumstances.

4.6 Please refer to our current fee schedule for surcharges attached to project which require a fast turnaround or require evening and/or weekend work.

4.7 Please refer to our current fee schedule for a comprehensive breakdown of our fees and charges.



5 Availability

5.1 As a Virtual Assistant service, Moonpoppy Enterprises actively promotes and encourages communication by email as the primary method of communication.

5.2 By harnessing modern-day technology, Moonpoppy Enterprises are able to offer, flexible, responsive and quality services at a competitive rate. Technology also ensures we are able to offer services to, and from, all corners of the globe, embracing the wonders of wireless internet.

5.3 Agreed deadlines:

Please note that all documents will be emailed or transmitted by alternative methods where previously agreed, to authorised recipients in good time before the agreed deadline.

Should unforeseen circumstances determine that an agreed deadline may be not be achievable, you, the Client, will be contacted immediately by Moonpoppy Enterprises or a representative thereof.

In the unlikely that a project has not been received by the authorised recipients of your business, the Client, the onus is on the authorised recipients to check your email inboxes, spam folders and servers before contact Moonpoppy Enterprises. It is the responsibility of you, the Client, to determine whether there are any technical issues in your business prior to contacting Moonpoppy Enterprises.