

CREATIVE ALE FOR SDGS

Accelerating Growth of MSMEs in the Philippines



FINANCE FOR CREATIVES

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PERSONAL FINANCE

All financial decisions and activities of an individual or household, including budgeting, insurance, mortgage planning, savings, and retirement planning.

Personal financial planning generally involves analyzing an individual's or a family's current financial position, predicting short- and long-term needs, and executing a plan to fulfill those needs within individual financial constraints.

Personal finance depends largely on one's earnings, living requirements, and individual goals and desires.

Matters of personal finance include but are not limited to: the securing of financial products like credit cards; life and home insurance; mortgages; and retirement products. Personal banking (such as checking and savings accounts, individual retirement accounts).

PERSONAL FINANCE

Assessing the current financial status (expected cash flow, current savings, etc.) Calculating personal net worth based on unique personal situation.

Assessment of risks.

Assessment of life goals.

Assessment of needs.

Insurance as protection against risk. Insurance as a means to secure material standing. Life and medical insurance benefits.

Taxes - calculation and filing.

The importance of savings. Setting the personal savings rate.

Investment planning. (House, education for children, etc.)

Retirement planning.

PERSONAL FINANCE

Creatives as individuals. (Designer, visual artist, sculptor, graphic artist) and grey area between personal/household finance and livelihood)

Integrated and consolidated approach.

Personal finance and finance for stand alone creatives require a consolidated approach.

PERSONAL FINANCE

Case study/exercise and presentation/discussion:

Participants to put together their own net worth valuation, including personal spending and revenue flows.

Incorporation of all learning items to illustrate their financial position and identify requirements and next steps to achieve their financial objectives.

PERSONAL FINANCE

Exercise and workshop:

Using the personal situation of a young painter, identifying his financial requirements to provide for himself and his family and determining his net worth. Calculating cash flow needs until retirement age to save and cover expenses.

COSTING AND PRICING OF CREATIVE PRODUCT

Calculating the cost price of your creative product.

Calculating the selling price of your product.

COSTING CREATIVE PRODUCT

CALCULATE HOURLY OVERHEAD COSTS

CALCULATE HOURLY WAGE

CALCULATE TOTAL HOURLY RATE

CALCULATE HOW LONG WILL IT WILL TAKE TO PRODUCE ONE
CREATIVE PRODUCT

CALCULATE THE TOTAL MATERIAL COSTS

ADD CONTINGENCY

CALCULATE THE COST PRICE OF CREATIVE PRODUCT

PRICING CREATIVE PRODUCT

THE COST PRICE

TRADE OR WHOLESAL PRICE

RETAIL PRICE

TRADE DISCOUNTS

UNDERSTANDING MARKUPS AND MARGINS

COSTING AND PRICING OF CREATIVE PRODUCT

Case studies and examples applied to visual artists and graphic designers.

PHILIPPINE FINANCIAL INDUSTRY

Overview of the Philippine financial system and sources and uses of fund.

Funds available to creatives and creative companies and requirements to obtain funds.

Philanthropists, banks and lending institutions, special funds (FDCP or DTI programs), venture capital, etc.

The importance of income statement projections and other financial reports for project viability assessment.