



Everything we do. And **what it costs.**

Twelve service families across marketing, production, web and UAE compliance. Every service is set out the same way — what it is, what is included, and the price. Page 2 is a full index: every service, every price, on one page.

INSIDE THIS BROCHURE

01	Marketing Content	07	Audit & Bookkeeping
02	Video & Reels Production	08	VAT & Corporate Tax
03	Brand & Identity	09	ISO Certification — IAF Accredited
04	Podcast Production	10	ICV Certification
05	Corporate Websites	11	ADNOC & TAQA Registration
06	Custom ERP & CRM	12	Pre-Qualification



INDEX

Every service, every price.

Fifty-two services on one page. Every figure below is the price for the scope described later in this brochure — there is no second, higher price reserved for the proposal.

01 MARKETING & CONTENT

Social Media Management — Starter	3,000 /month
Social Media Management — Growth	5,000 /month
Reels Retainer — 8 reels/month	6,500 /month
Reels Retainer — 12 reels/month	9,000 /month
Reel — produced	2,000 /reel
Reel — edit only	650 /reel
Content Shoot Day	4,000 /day
Static Post / Graphic Design	350 /post
Community Management	1,500 /month
Paid Advertising Management	15% /month

02 PRODUCTION & BRAND

Logo Design	3,900 once
Full Brand Identity	15,000 once
Brand Refresh / Rebrand	19,500 once
Social Media Brand Template Set	2,500 /set of 12
Stationery Suite	1,200 /suite
Brand Guidelines Rulebook	6,900 /document

03 PODCAST PRODUCTION

Podcast Studio — one hour	500 /session
Podcast Episode — audio	1,100 /episode
Podcast Episode — video	1,600 /episode
Podcast Episode — video, signature	2,000 /episode
Podcast Short-Form Cut-Downs	1,400 /5-clip pack
Podcast Launch Package	11,000 once
Podcast Show — monthly growth	7,500 /month
Podcast Show — monthly scale	12,500 /month

04 WEBSITES & SYSTEMS

Landing Page	2,900 /project
Business Website	5,500 /project
Corporate Website	9,500 /project
Custom Web Application	25,000 /project
E-commerce Store	17,900 /project
Website Care & Hosting	750 /month
Full Custom CRM Build	25,000 /project
ERP Implementation & Customisation	45,000 /project

05 AUDIT, VAT & CORPORATE TAX

Audit Readiness & Internal Controls	6,900 /project
Internal Audit	12,500 /project
Financial Audit Support	4,000 /year
Bookkeeping	1,200 /month
VAT Registration	1,250 once
Corporate Tax Registration	1,200 once
VAT Return Filing	750 /quarter
Corporate Tax Return	4,900 /year
SME Annual Tax Package	7,500 /year

06 COMPLIANCE & CERTIFICATION

ISO 9001 — Quality Management	1,500 /standard
ISO 14001 — Environmental	1,500 /standard
ISO 45001 — Health & Safety	1,500 /standard
ISO Manual Documents	1,200 /programme
Integrated QHSE	4,500 /programme
ICV	5,500 /cycle

07 REGISTRATION & PRE-QUALIFICATION

ADNOC Vendor Registration	12,500 /project
TAQA Vendor Registration & Pre-Qual	12,500 /project
Vendor Registration — other operators	800 /operator
Pre-Qualification File Preparation	2,500 /file
Integrity Due Diligence	1,500 /file

All fixed prices in UAE Dirhams (AED), excluding 5% VAT, valid to 31 December 2026. Paid advertising is charged at 15% of media spend with a minimum of AED 1,500 per month. Third-party fees — certification bodies, statutory auditors, portals — are excluded and paid by you directly.



ABOUT PRIME ASSIST

A small team, accountable by name.

Prime Assist is an Abu Dhabi consultancy. We are three people, not an agency network — the person who scopes your work is the person who delivers it. We work in English and Arabic, and we publish our prices because most of our competitors will not.

How we work

- **1 Scope.** We confirm what you actually need and tell you what it costs before anything starts.
- **2 Plan.** A written plan: what we will do, what we need from you, and when it lands.
- **3 Deliver.** We do the work, handle the external bodies, and keep you updated without being asked.
- **4 Report.** You get the deliverable and a plain-English note of what was done and what is outstanding.

What we will not do

- We will not promise a certificate we do not issue. ISO and ICV certificates come from accredited third-party bodies; we prepare and coordinate, and their fees are paid by you directly.
- We will not sign an audit opinion. Statutory audits require a licensed UAE audit firm.
- We will not promise you will win a tender. We get you registered and pre-qualified — the award is the client's decision.

Where to start

Send us your trade licence and VAT certificate. We will tell you which services apply to your business and what they cost — and if the answer is "none of them", we will say so.



SECTION 01

Marketing & Content

Measured on enquiries, not likes. We report when a channel is not working, including when it is one you like.

Social Media Management — Starter

3,000

PER MONTH

Content, publishing and reporting for one brand: a monthly content plan, graphics and short-form video, scheduling, captions and hashtags, comment and DM management, and a performance report.

- Channel strategy
- Monthly content calendar approved by you
- 12 posts + 4 reels
- 1-2 platforms
- Caption writing EN (AR optional)
- Scheduling and publishing

Reels Retainer — 8 reels + shoot

6,500

PER MONTH

Eight finished reels a month plus the shoot day that produces them, planned as a set rather than eight separate jobs.

ALSO IN THIS PRACTICE AREA	UNIT	PRICE
Social media management — Growth More output, more platforms, paid amplification support.	per month	5,000
Reels retainer — 12 reels + shoot Twelve finished reels a month plus shoot days — enough volume to publish three times a week and hold attention.	per month	9,000
Reel — produced We plan it, shoot it on location, edit it and deliver it — hook, script, shot list, footage, grade, captions and end card.	each	2,000
Reel — edit only You shoot, we cut: edit, grade, captions, sound design, hooks and end card, delivered in the format each platform wants.	each	650
Content shoot day A full production day on location: direction, camera, lighting and audio, with the footage edited down into a batch of finished assets for social and web.	per day	4,000
Static post / graphic A single designed post — carousel, quote card or announcement — to brand spec.	each	350
Community management Every comment and message answered in your brand voice, daily, with spam and hostile comments handled and sales queries routed to you.	per month	1,500
Paid advertising management Media budget paid by you directly. Minimum fee applies.	% of spend	15%



SECTION 02

Production & Brand

The visual system everything else is built on. Buy the system once and every reel, post, deck and website after it costs less and looks like the same company.

Full Brand Identity

15,000

ONE-TIME

The full system, not just a mark: logo suite, colour, typography, imagery direction, layout grids, social templates, stationery and a guidelines document.

- Logo system
- Colour palette
- Typography
- Layout rules
- Arabic/English lockups
- Stationery

Logo Design

3,900

ONE-TIME

Primary mark, secondary lock-up and digital variants, delivered as editable vectors with a usage sheet.

- 3 concepts
- 2 revision rounds
- Final logo system (primary, secondary, monochrome)
- All vector and web formats
- 1-page usage sheet

ALSO IN THIS PRACTICE AREA	UNIT	PRICE
Brand refresh / rebrand Audit of the existing identity, repositioning, then a new system built on what already carries equity — applied across every touchpoint.	one-time	19,500
Social media template set A set of twelve editable social templates in your brand system, so your team can publish without waiting on a designer.	set of 12	2,500
Stationery suite Business cards, letterhead, envelope and email signature, prepared to print specification.	per suite	1,200
Brand guidelines rulebook The rulebook: logo clear space and misuse, colour values in every model, typography hierarchy, imagery direction, and layout examples for each medium.	per document	6,900



SECTION 03

Podcast & Website

Only three rate-publishing podcast studios exist in Abu Dhabi against fourteen in Dubai — a genuine local advantage. Websites and business systems are built to be run by your team.

Corporate Website — 8-15 pages

9,500

PER PROJECT

A custom-designed corporate site of eight to fifteen pages with service and location landing pages, an editable CMS your team can run, lead forms routed to WhatsApp, structured data, a sitemap, speed work and analytics connected. Bilingual Arabic and English quoted separately.

- 8-15 pages, custom design
- Editable CMS with editor training
- Service and location landing pages
- Lead forms with WhatsApp routing
- Advanced on-page SEO (schema, sitemap, speed)

Bilingual Arabic/English quoted as its own line.

Podcast Episode — video, standard

1,600

PER EPISODE

The audio production plus multi-camera video, switching, titles and platform-ready exports for YouTube and social.

- Multi-cam studio session
- Full multi-camera edit
- Colour grade
- Audio mastering

WEBSITES & SYSTEMS	UNIT	PRICE
Custom ERP build Stock, purchasing, job costing, reporting.	per project	45,000
Custom CRM build Pipeline, follow-up, reporting. Yours outright.	per project	25,000
Custom web application Logins, dashboards, bookings, payments.	per project	25,000
E-commerce store Catalogue, UAE payments, delivery rules.	per project	17,900
Business website — 5 pages Home, about, services, gallery, contact.	per project	5,500
Landing page One campaign or offer, built to convert.	per project	2,900
Website care & hosting Hosting, monitoring, backups, edits.	per month	750

PODCAST PRODUCTION	UNIT	PRICE
Podcast studio hour Multi-camera session with operator.	per session	500
Podcast episode — audio Edited, mastered, intro/outro.	per episode	1,100
Podcast episode — video, signature Set treatment, branded titles.	per episode	2,000
Podcast short-form cut-downs Five vertical clips, captioned.	per 5 clips	1,400
Podcast launch package Concept, identity, trailer, first episodes.	one-time	11,000
Podcast show — monthly growth Produced and published monthly.	per month	7,500
Podcast show — monthly scale Higher volume, paid amplification.	per month	12,500



SECTION 04

Audit, VAT & Corporate Tax

The filing discipline that keeps you compliant — and the pre-audit review that finds problems before an external auditor does.

SME Annual Tax Package (VAT + CT registration, 4 quarterly VAT returns, annual CT return) **7,500** PER YEAR

Registration, four quarterly VAT returns and the annual corporate tax return under one engagement. Priced 28% below the same work bought line by line.

- VAT registration (TRN)
- Corporate tax registration
- Four quarterly VAT returns
- Annual corporate tax return

Bookkeeping quoted separately. Tax filings require an FTA-registered tax agent.

Financial Audit Support — annual **4,000** PER YEAR

Your annual statutory audit needs the records to be audit-ready before the auditor arrives, otherwise the fee climbs with every query round. We prepare the reconciliations, the schedules and the audit pack, and handle queries through to sign-off.

- Year-end preparation and reconciliations
- Audit schedules and PBC pack
- Liaison with your licensed auditor
- Query handling through to sign-off

The audit opinion itself is signed by a licensed UAE audit firm. We prepare and coordinate.

ALSO IN THIS PRACTICE AREA	UNIT	PRICE
Bookkeeping Monthly recording, reconciliation and a management report.	per month	1,200
Audit readiness & internal controls review Finds the problems before an external auditor, client or certifier does.	per engagement	6,900
Internal audit An independent review of controls, cash handling, approvals and reporting, with a findings report and a remediation plan.	per engagement	12,500
VAT registration (TRN) Registration for a TRN with the Federal Tax Authority — document preparation, submission, and handling the FTA queries until the certificate is issued.	one-time	1,250
VAT return filing Quarterly preparation and filing of the VAT return, with the input and output tax reconciliation behind it.	per quarter	750
Corporate tax registration Corporate tax registration with the FTA, including the entity and ownership classification and the supporting documents.	one-time	1,200
Corporate tax return (SME) Annual corporate tax computation and return.	per year	4,900



SECTION 05

Compliance & Certification

Certification is issued by an accredited third-party body, never by us. We prepare the system and the documentation, run the internal audit, and coordinate through the external audit. **All certification bodies we work with are IAF accredited** — the IAF mark is what a client or a pre-qualification reviewer recognises.

THREE CERTIFICATE PROGRAMMES — AED 1,500 EACH

ISO 9001 — Quality Management System Support

ISO 9001 sets out how a business consistently meets customer requirements and improves its processes. We prepare the documentation and the management system you are audited against.

1,500

PER STANDARD

ISO 14001 — Environmental Management System Support

ISO 14001 sets out how a business controls and reduces its environmental impact — waste, emissions, energy and legal compliance. This is the standard most industrial and construction pre-qualifications look for.

1,500

PER STANDARD

ISO 45001 — Occupational Health & Safety System Support

ISO 45001 sets out how a business protects its workers from injury and ill health. For contractors and manufacturers this is usually the first standard a client asks for.

1,500

PER STANDARD

ISO Manual Documents — HSE & QA/QC Policy, Procedures & Compliance Records

1,200

PER PROGRAMME

The written management system that the certificates are audited against: HSE policy, QA/QC manual, procedures, records, forms and document control. Audit bodies reject undocumented claims, so this is the layer that makes an ISO application pass.

- HSE policy and procedures
- QA/QC manual and procedures
- Compliance records and forms

Certification-body audit fees are excluded — paid by you directly to the accredited body.

Integrated QHSE — ISO 9001 + 14001 + 45001 with manual documents

4,500

PER PROGRAMME

The three standards share about 60% of their documentation, so running them as one integrated system is materially less work than three separate projects — and that saving is what the bundle price passes on. Includes gap analysis against all three standards, the integrated documentation set with HSE and QA/QC manuals, implementation support, internal audit and management review, and coordination with the certification body through the external audit.

- Gap analysis against all three standards
- Integrated management system documentation
- HSE and QA/QC policy and procedures manual

Buying the three standards and the manuals separately is 5,700.

ICV (In-Country Value) — documentation & coordination

5,500

PER CERTIFICATE CYCLE

ICV scores the share of your spend that stays in the UAE, and it is now used as a weighting in a large share of government and energy tenders — a higher certificate can outweigh a lower price. We build the evidence file, map every expense to the correct ICV category, prepare the certification submission, and coordinate with the certifying body. Required for most ADNOC and government work; it is not optional for a serious vendor.



SECTION 06

Registration & Pre-Qualification

Registering is not the same as being approved. Pre-qualification is the step that turns a supplier number into tender invitations — and most rejections happen there, not at registration.

ADNOC Vendor Registration — managed

12,500

PER ENGAGEMENT

ADNOC does not charge a fee to register, but an incomplete or mis-formatted submission is rejected and the queue restarts. We hold the full pack: licence-activity alignment, the HSE and QA/QC documents ADNOC expects, the integrity due-diligence questionnaire, and the commodity and category codes that match what you actually supply. We then take it through supplier registration, pre-qualification, the approval workflow and the integrity checks until the vendor number and the invitation-to-bid eligibility are live.

- **Vendor registration** — eligibility review, category and commodity mapping, document pack, portal submission under supplier registration
- **Pre-qualification** — the technical and commercial file reviewed against the client questionnaire, then submitted for pre-qualification status
- **Integrity due diligence (IDD)** — the questionnaire and declarations, completed against your licence and UBO records
- **Approvals workflow** — we follow the submission through each internal approval stage and clear the queries raised
- **HSE & QA/QC coordination** — the ISO and manual documents the review expects, prepared to the standard they are checked against
- **Follow-up to completion** — until the vendor number and invitation-to-bid eligibility are live

ADNOC charges AED 0 for registration and pre-qualification — verified on ADNOC's own Supplier Hub FAQ. Never present any part of this fee as a government charge.

TAQA Vendor Registration & Pre-Qualification

12,500

PER ENGAGEMENT

TAQA registration runs through the same shape as ADNOC but with its own forms and its own document list. We prepare the full registration pack, the pre-qualification file and the due-diligence questionnaire, and take them through submission and approval.

Scoped and quoted after document review. TAQA charges no registration fee.

ALSO IN THIS SECTION	UNIT	PRICE
Pre-qualification file preparation The technical and commercial file a client asks for before you can be invited to tender.	per submission	2,500
Vendor registration — other operators & EPCs Registration on any other client or operator portal — documentation, portal submission and follow-up until the vendor code is issued.	per operator	800
Integrity due diligence questionnaire Completion of the integrity due-diligence questionnaire that operators require before adding a vendor.	per submission	1,500



NEXT STEPS

Tell us what you need. We will tell you what it costs.

Send your trade licence and VAT certificate and we will confirm which services apply to your business, what the sequence is, and what it totals. If the answer is that you need none of them, we will tell you that instead of selling you something.

Start with one call.

Every service in this brochure carries the price printed on page 2 — there is no second, higher number held back for the proposal. Where a job falls outside those lines, we scope it and quote it in writing before anything starts.

Arsalan Sandhu · Managing Director · 050 117 7015 · primeassistco@gmail.com · primeassistco.com

PAYMENT

50% to commence, balance on delivery. 30-day terms by arrangement.

SCOPE

Each price is for the scope stated. Anything outside it is quoted in writing first.

REVISIONS

Two rounds included. Further rounds quoted per item.

THIRD-PARTY FEES

Certification-body, certifying-body, statutory-audit and portal fees are excluded and paid by you directly.

Why the prices are published

Because hiding them wastes your time and ours. A published price tells you within a minute whether we are the right size for the job — and it means the number in the proposal is the number you already saw. Some UAE agencies will not print a rate card at all. We think that is a way of keeping the negotiation open, and we would rather close it.

What happens after you call

- **Day 1 — scope call.** Fifteen to thirty minutes. We establish what you need and what we would need from you.
- **Day 2–3 — written scope.** Deliverables, sequence, timeline and the total including VAT, in writing.
- **On acceptance — kick-off.** Deposit invoice, a named contact, and a start date.