1. ***Costo de producción***

|  |  |  |
| --- | --- | --- |
| ***Material*** | ***Pieza/Gramos*** | ***Precio*** |
| Perlas diamantadas | 1 pieza | $28.00 |
| Confetti comestible | 1 pieza | $18.50 |
| Chantilly | 1000 gramos | $36.00 |
| Gomitas | 1000 gramos | $35.00 |
| Cereza | 400 gramos | $30.00 |
| Capacillo | 100 piezas | $23.50 |
| Chispas de chocolate | 250 gramos | $7.50 |
| Total | | $178.5 |

|  |  |
| --- | --- |
| ***Costos fijos*** | |
| ***Servicio*** | ***Costo/mes*** |
| Luz | $140.00 |
| Agua | $230.00 |
| Gas | $------- |
| Mano de obra | $1720.00 |
| Total | $2090.00 |

***2. Costos fijos (luz, agua, gas, mano de obra y en general cualquier servicio necesario para generar el producto).***

***3. Costo de mercadotecnia.***

|  |  |
| --- | --- |
| ***Publicidad*** | ***Costo*** |
| Spot de radio | $1680.00 |
| Internet | $300.00 |
| Lona | $250.00 |
| Volantes | $160.00 |
| Carteles | $300.00 |
| Comercial de televisión | $3000.00 |
| Total | $5690.00 |