



PROGRAM PROPOSAL

No. : PBS-20003/MT/JBBMT/BBI/1/2024
Date : 23 Jan 2024
Type : B

Channel : MT
Division : Beverage

Program Name : Program Retail Beli 1 Karton Bayar 38 pcs dan WS Beli 10 Karton Gratis 1 Karton (Exclude PIJ Group)

Products : All Noodle Bags

Area : JBBMT

Period : **Start** : 23/01/2024 **End** : 31/01/2024 **Duration** : 9 days

Background :
- Support cosmo di outlet untuk membantu pencairan stock di gudang distributor
- Bersaing dengan promo kompetitor di outlet khususnya produk kategori Tea
- Menambah kesempatan mendapatkan additional display dengan adanya promo lokal
- Meningkatkan sell out Nu Tea 450ml

Mechanism :
1. ABC PI memberikan support berupa beli 1 karton bayar 38 pcs khusus retail berlaku kelipatan
2. ABC PI memberikan support berupa beli 10 karton Gratis 1 karton berlaku kelipatan
3. Add. Disc. Tersebut akan diberikan di periode Bulan September-Oktober 2021
4. Distributor Akan claim ke PT. ABC PI
5. menggunakan budget TM

Remarks : Mekanisme akan dimasukkan ke faktur pembelian




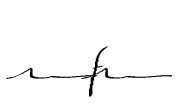


Attachment : proposal/BW14431117_Empat_Bulan_Maintenance_Report_dvzYcb.pdf

Objectives :
1. untuk meningkatkan distribusi dan penjualan
2. Untuk mereduksi stock gudang dan memperlancar CMO
3. Untuk menguatkan loyalitas customer terhadap produk ABC PI
4. Blocking competitor

Incremental Sales Projection								
Product	Sales Without Program (Rp)		Sales With Program (Rp)		Incremental (Rp)		Incremental (%)	
	Carton	Rp	Carton	Rp	Carton	Rp	Carton	Rp
Yogurt Tea	3,000	30,000,000	4,000	128,000,000	1,000	98,000,000	33.3%	326.7%
Total	3,000	30,000,000	4,000	128,000,000	1,000	98,000,000	33.0%	326.7%

Projected Cost	
Activities	Cost
WS beli 10 karton gratis 1 karton	30,000,000
Total	30,000,000

ROI	
Projected Cost	30,000,000
Incremental Sales Projection	98,000,000
ROI	31%

Proposed By			Checked By	Approved By	Validated By
					
ASS	ASM	BOM	MTM	HOS	FPM
Date: 23/01/2024	Date: 23/01/2024	Date: 23/01/2024	Date: 23/01/2024	Date: 23/01/2024	Date: 23/01/2024



EmpatBulan

APLIKASI MOBILE

BONO FARADIANTO

WEB & MOBILE FULL STACK DEVELOPER
UI/UX & GRAPHICS DESIGNER

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Jalan Medang Kencana C IV/A5 Medang Lestari
Kab. Tangerang, Banten 15334





Langsung Kirim
Pemesan dapat



Dengan Cinta
Telah melayani



Transaksi Aman
Bersuara Allah Amarah



Dukungan 24/7
Selalu siap melayani



Promo Special

Produk Meclbun

[Lihat Semua](#)

ASI BOOSTER BUNDLE | Granola
Dates and Raisins | 3 pieces | Pelancur
ASI

Rp. 99.900 ~~Rp. 104.200~~



BEST BUNDLING PROMIL BUMIL
BUSUI dan WEIGHT LOSS

Rd 99.900 Rp 154.300

Homopiers for Bassi I Exclusive
EmpotBalan Homopiers

R₁ 229900 R₂ 129900



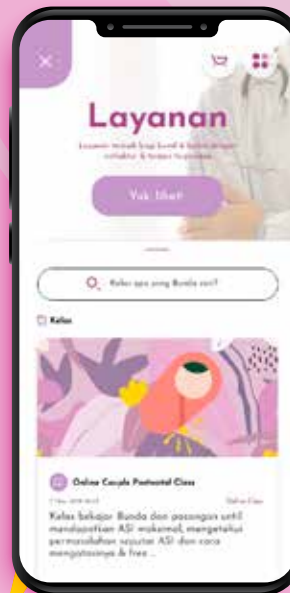
Healthy Snack Special Bundling

Rp 99.900 Rp 100.300











Download Aplikasi EmpatBulan
Sekarang!

Aplikasi kesehatan (healthtech) yang dirancang khusus untuk Ibu Hamil dan Balita Indonesia. Klik link untuk mendownload aplikasinya pada icon di bawah.





PLAYSTORE

App	Installed audience	App status	Update status	Last updated		
 EmpatBulan com.empatbulan.empat_bulan	267	Production		Jun 8, 2023		→
 EmpatBulan com.empatbulan.empat_bulan	204	Production		Jun 8, 2023		→
 EmpatBulan com.empatbulan.empat_bulan	203	Production		Jun 8, 2023		→
 EmpatBulan com.empatbulan.empat_bulan	172	Production		Jun 8, 2023		→

STORE PERFORMANCE

Store listing acquisitions ? 8 -57.89%▼	⋮	Traffic sources ? Google Play search, Ads and referrals	⋮
Store listing conversion rate ? 80% +14.48%▲	⋮	Top countries / regions ? Indonesia	⋮

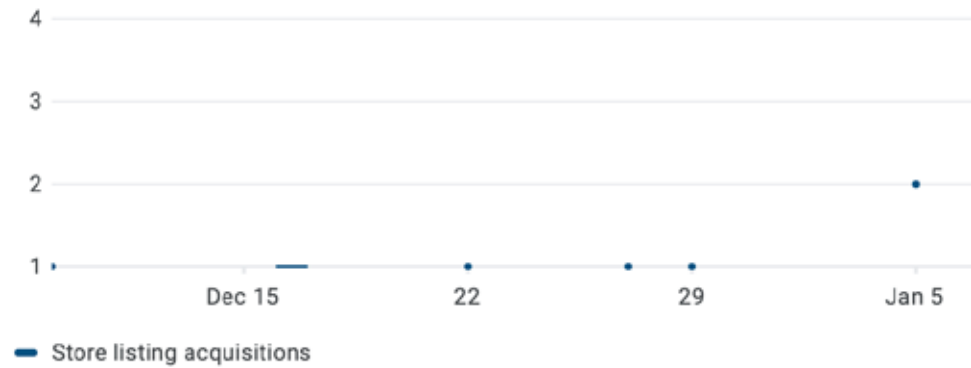
Android vitals		View Android vitals  	
User-perceived ANR rate ? -	⋮	User-perceived crash rate ? -	⋮



STORE PERFORMANCE

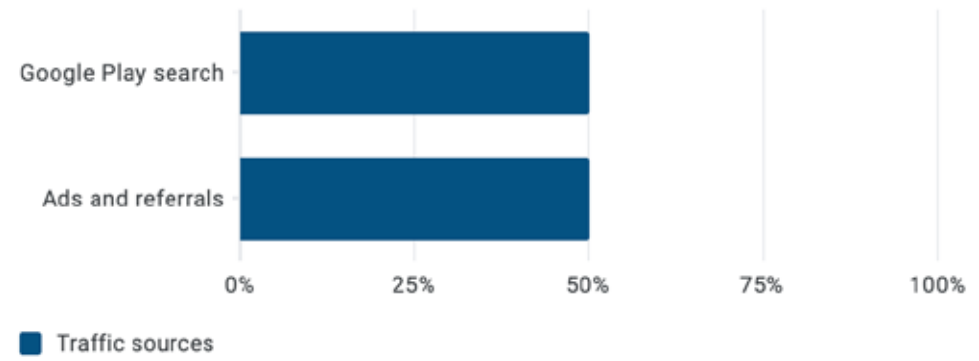
Store listing acquisitions ?

8 -57.89%▼



Traffic sources ?

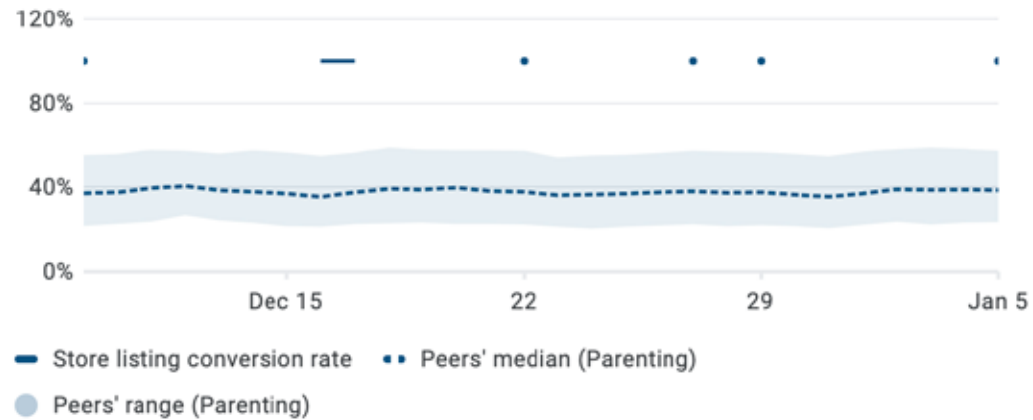
Google Play search, Ads and referrals



STORE PERFORMANCE

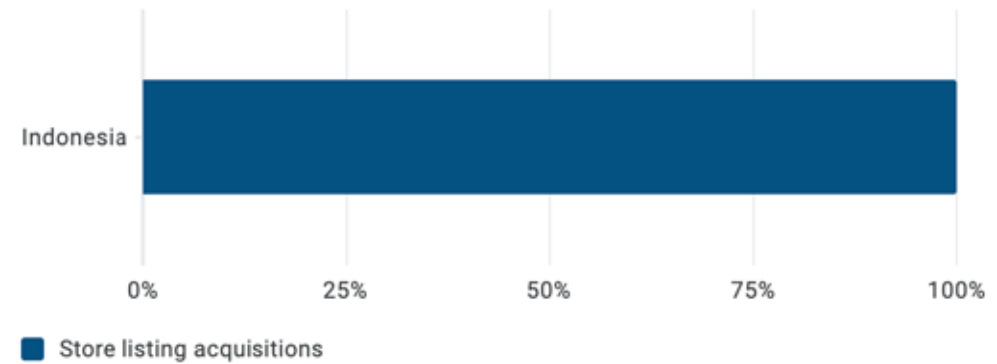
Store listing conversion rate ?

80% +14.48% ▲



Top countries / regions ?

Indonesia



FIREBASE

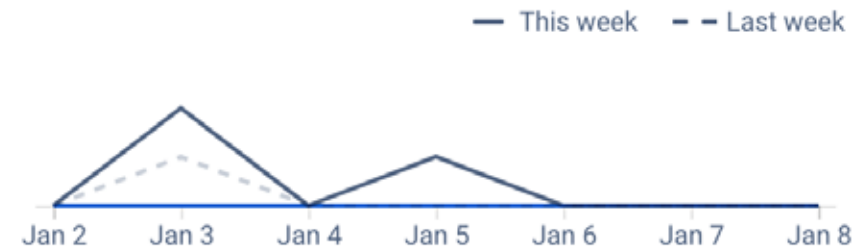
 Authentication | Phone Auth verifications

USA, Canada, India (7d total)

0

Other countries (7d total)

3 +200%





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AKTIVITAS MAINTENANCE food.empatbulan.com

- ❖ Back Up: 1 Dec 2023, 17 Dec 2023, 21 Dec 2023
- ❖ Plugin Update: Adminimize, Contact Form 7, Elementor Header & Footer Builder, Rank Math SEO
- ❖ Database Update: Terjemahan



AKTIVITAS MAINTENANCE empatbulan.com

- ❖ Back Up: 2 Dec 2023
- ❖ WP Update: To Version 6.4.2
- ❖ Theme Update: To Version 4.6.1
- ❖ Plugin Update: Adminimize, Elementor, Sucuri Security - Auditing, Malware Scanner and Hardening, UpdraftPlus - Backup/Restore, WPS Hide Login



AKTIVITAS MAINTENANCE bumilqklinik.com

- ❖ Back Up: 2 Dec 2023, 14 Dec 2023
- ❖ Plugin Update: Adminimize, LoginPress - Menyesuaikan Layar Login WordPress, LiteSpeed Cache, Starter Templates, WPForms Lite, WPS Hide Login
- ❖ Theme Update: To Version 4.5.2
- ❖ Database Update: Elementor
- ❖ WP Update: To Version 6.4.2



TERIMA KASIH

