



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

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

- Bersaing dengan promo kompetitor di outlet khususnya produk kategori Tea
- Menambah kesempatan mendapatkan additional display dengan adanya promo

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. Mekanisme akan dilaksanakan 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_dvzZYcb.pdf

Incremental Sales Projection




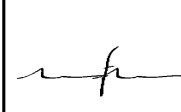


Product	Sales Without Program (Rp)		Sales With Program (Rp)		Incremental (Rp)		Incremental (%)	
	Carton	Rp	Carton	Rp	Carton	Rp	Carton	Rp
Yogurt Tea	3,000	30,000,000	4,000	128,000,000	1,000	98,000,000	33.3%	326.7%
Total	3,000	30,000,000	4,000	128,000,000	1,000	98,000,000	33.0%	326.7%

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

+62 812 8894 1553

bono@bonoworks.id

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





Langsung Kirim
Pemesan dapat



Dengan Cinta
Tulus melayani



Transaksi Aman



Dukungan 24/7
Selalu siap membantu



Promo Special

Produk Meclbun

Lihat Semua



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

Rp. 99.900 ~~Rp. 124.200~~



BEST BUNDLING PROMIL BUMIL BUSUI dgn WEIGHT LOSS

Rp. 99.900 Rp. 154.300

Homers for Buss! Exclusive
EmpotBates Homers

R_B 229 900 R₂ 129 900



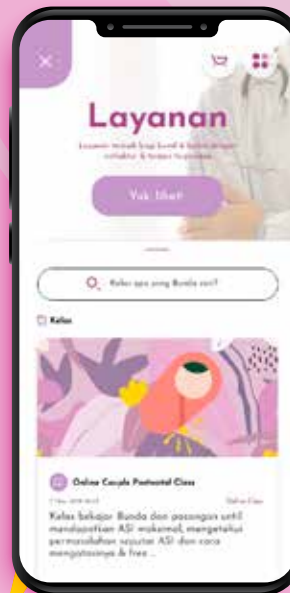
Healthy Snack Special Bundling

Rp. 99.900 ~~Rp. 100.700~~











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	⋮

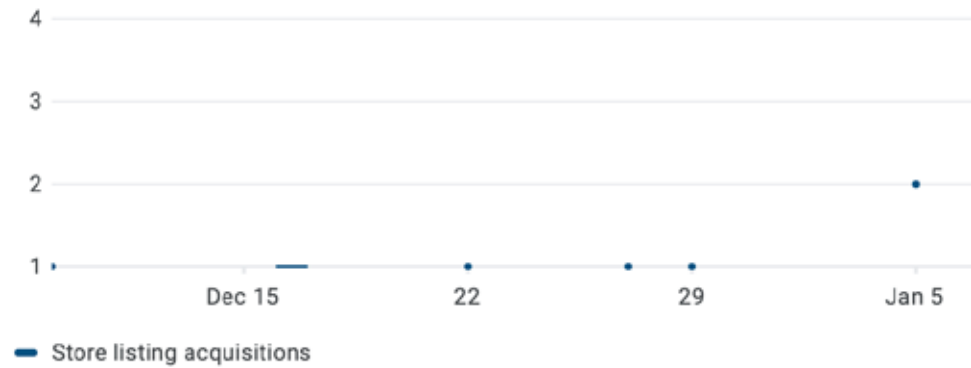
Android vitals		View Android vitals  	
User-perceived ANR rate ? -	⋮	User-perceived crash rate ? -	⋮



STORE PERFORMANCE

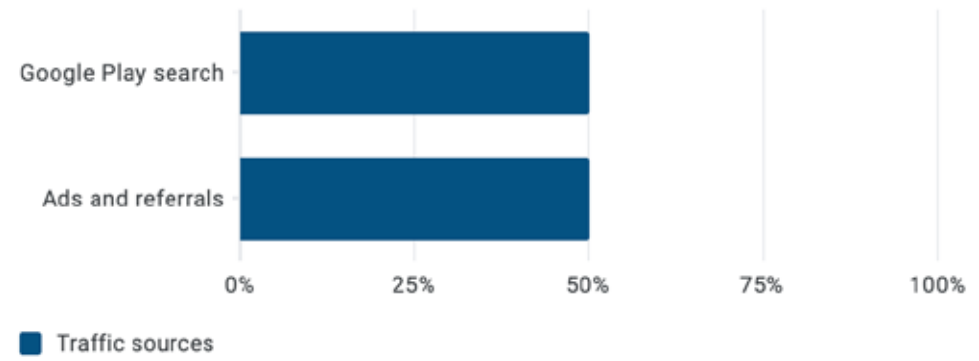
Store listing acquisitions ?

8 -57.89%▼



Traffic sources ?

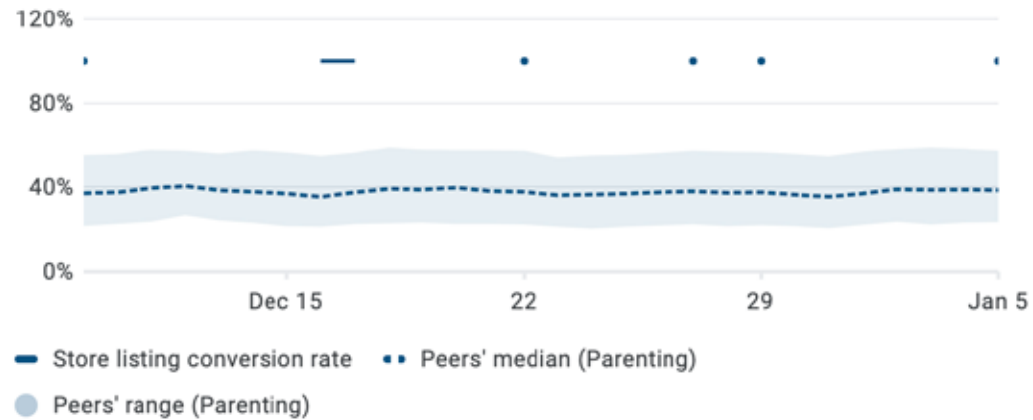
Google Play search, Ads and referrals



STORE PERFORMANCE

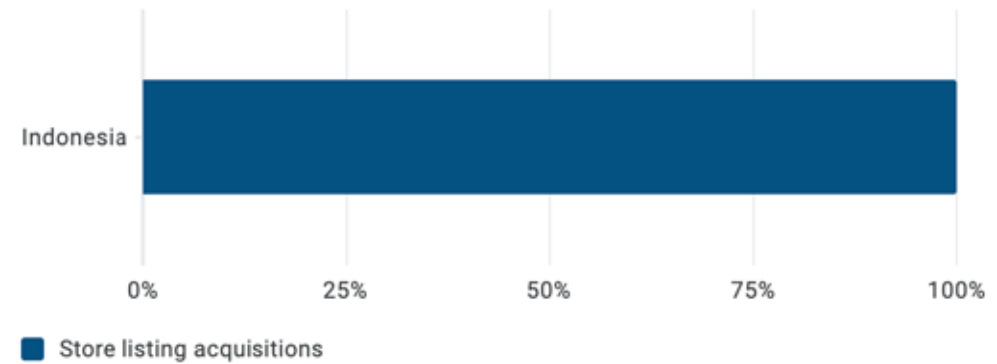
Store listing conversion rate ?

80% +14.48% ▲



Top countries / regions ?

Indonesia



FIREBASE

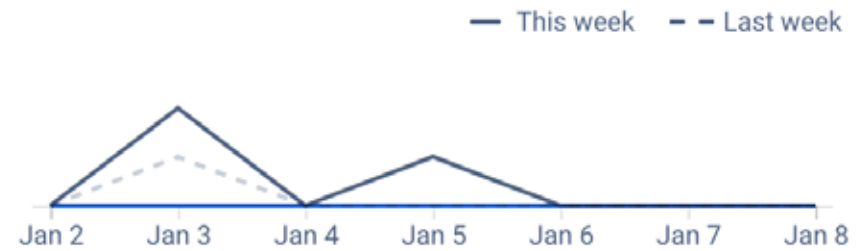
 Authentication | Phone Auth verifications

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

