



PROGRAM PROPOSAL

No. : PBS-20001/MT/SPAMA/BBI/1/2024
Date : 22 Jan 2024
Type : B



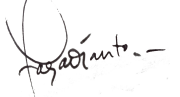
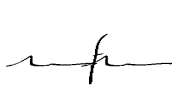


Channel : MT
Division : Beverage

Program Name : Program Retail Beli 1 Karton Bayar 38 pcs dan WS Beli 10 Karton Gratis 1 Karton
Products : All Noodle Bag
Area : SPAMA
Period : **Start** : 22/01/2024 **End** : 31/01/2024 **Duration** : 10 days
Objectives : HIT Target bvg Jateng di bulan Juli khususnya
Mechanism : - PT ABCPI memberikan support promo konsumen di selektif outlet MT (terlampir)
Remarks : Mekanisme akan dimasukkan ke faktur pembelian
Attachment : None

Incremental Sales Projection								
Product	Sales Without Program (Rp)		Sales With Program (Rp)		Incremental (Rp)		Incremental (%)	
	Carton	Rp	Carton	Rp	Carton	Rp	Carton	Rp
Noodle	3,000	60,000,000	3,300	66,000,000	300	6,000,000	10.0%	10.0%
Total	3,000	60,000,000	3,300	66,000,000	300	6,000,000	10.0%	10.0%

Projected Cost	
Activities	Cost
WS beli 10 karton gratis 1 karton	2,000,000
Total	2,000,000

ROI	
Projected Cost	2,000,000
Incremental Sales Projection	6,000,000
ROI	33%

Proposed By			Checked By	Approved By	Validated By
					
ASS	ASM	BOM	MTM	HOS	FPM
Date: 22/01/2024	Date: 22/01/2024	Date: 22/01/2024	Date: 22/01/2024	Date: 22/01/2024	Date: 22/01/2024