



PROGRAM PROPOSAL

No. : PBS-20002/MT/SPAMA/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)

Products : All Noodle Bag

Area : SPAMA

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

Background : - Menjaga trend sales dari outlet MT Lokal Jateng
- Support cosmo di outlet untuk membantu pencairan stock di gudang distributor

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



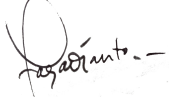
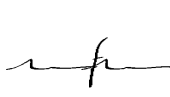
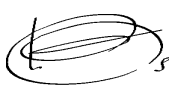

Product	Sales Without Program (Rp)		Sales With Program (Rp)		Incremental (Rp)		Incremental (%)	
	Carton	Rp	Carton	Rp	Carton	Rp	Carton	Rp
Yogurt Tea	10,000	500,000,000	14,000	1,120,000,000	4,000	620,000,000	40.0%	124.0%
Total	10,000	500,000,000	14,000	1,120,000,000	4,000	620,000,000	40.0%	124.0%

Projected Cost

Activities	Cost
Retail beli 1 karton bayar 38 pcs	40,000,000
WS beli 9 karton gratis 1 karton	40,000,000
Total	80,000,000

ROI

Projected Cost	80,000,000
Incremental Sales Projection	620,000,000
ROI	13%

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