



A&P Proposal

Proposal Number : PS-0050/AS-24.MTH/I/2024

Date : 08.01.2024

WBS Level 5 :

Department : SALES

Program Name : 2024/Januari/Rafaksi/BEV/IDM/PTW: Beli 2 NUGT 450 & NUYT save Rp 3.700

Status : Approved

Contract : 001/ABCPI-MT/RF-BVG/NAS/IDM/KAM1/I/2024

Note :

Contract Description :

Attachments :001 RAFAKSI IDM BVG JAN.pdf (http://upload.abcpi.co.id/files/001%20RAFAKSI%20IDM%20BVG%20JAN.pdf)

Periode : 10.01.2024 to 16.01.2024

WBS Level 4 : AS24MTHABEVE01

Brand : ALL BEVERAGE

Account : 0041130041

Category : BEVERAGE

Cost Center : 0000034030

Requester Name : YULIA PUSPITASARI

Title : Sales

Requester Amount : 1,304,571,052.00

Requester Quantity : 0.000

Program Background/
Types of Promotion : Meningkatkan Awareness & Sell Out

Program Mechanism : ABCPI memberikan support Promosi Rafaksi ke IDM untuk kategori Beverage
Beli 2 NUGT - NUYT 450 Lebih Hemat Rp. 9.900 (Save Rp. 3.700), PTW, 10-16 Jan

Objective Remarks : Meningkatkan Performance item Nu di account Indomaret

Budget Balance						
WBS Level 2	Budget	Approved	Pending	Budget Update	Balance	Benefit
AS24MTH	43,385,210,668.00	39,943,186,936.00	963,741,948.00	398,441,869.36	2,478,281,784.00	0.00

Cost				
Cost Item	Quantity	Unit	Cost	Total
Rafaksi	1.000	PCS	1,304,571,052.00	1,304,571,052.00
Cost to Benefit Ratio : 0.60				

Benefit			
Period of Benefit : 10.01.2024 to 16.01.2024			
Product	Qty	DBP	Total
ABC	1,833,451.000	119,069.00	218,307,177,119.00

Proposed By	Approved By	Approved By	Reviewed By	Approved By	Approved By	
Sales	TM MANAGER	HEAD OF SALES DOMESTIC & EXPORT	FP MANAGER	COO	CFO	
YULIA PUSPITASARI	ANANTA TISSA KARTISIA	ANDRI ADHIWIRYAWAN	MARIA HAPSARI	DWI HATMADJI	NOVITA KWEE	
08.01.2024 15:14:20	08.01.2024 16:27:33	09.01.2024 16:02:31	09.01.2024 22:17:32	10.01.2024 14:02:52	10.01.2024 15:20:22	