



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 ...

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




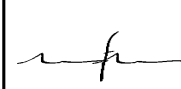


Remarks : Mekanisme akan dimasukkan ke faktur pembelian

Attachment :

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