



## 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

**Mechanism** : - PT ABCPI memberikan support promo konsumen di selektif outlet MT (terlampir)

**Objectives** : HIT Target bvg Jateng di bulan Juli khususnya

**Remarks** : Mekanisme akan dimasukkan ke faktur pembelian

**Attachment** :

### Incremental Sales Projection



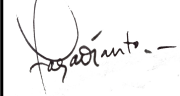
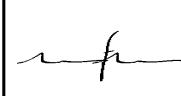


Product	Sales Without Program (Rp)		Sales With Program (Rp)		Incremental (Rp)		Incremental (%)	
	Carton	Rp	Carton	Rp	Carton	Rp	Carton	Rp
Yogurt Tea	10,000	500,000,000	14,000	1,120,000,000	4,000	620,000,000	40.0%	124.0%
<b>Total</b>	<b>10,000</b>	<b>500,000,000</b>	<b>14,000</b>	<b>1,120,000,000</b>	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

### Projected Cost

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

### ROI

Projected Cost	80,000,000
Incremental Sales Projection	620,000,000
<b>ROI</b>	<b>13%</b>

Proposed By			Checked By	Approved By	Validated By
					
<b>ASS</b>	<b>ASM</b>	<b>BOM</b>	<b>MTM</b>	<b>HOS</b>	<b>FPM</b>
Date: 23/01/2024	Date: 23/01/2024	Date: 23/01/2024	Date: 23/01/2024	Date: 23/01/2024	Date: 23/01/2024