



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

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



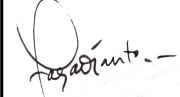
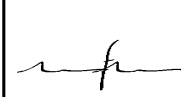
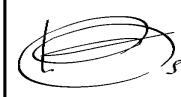

Product	Sales Without Program (Rp)		Sales With Program (Rp)		Incremental (Rp)		Incremental (%)	
	Carton	Rp	Carton	Rp	Carton	Rp	Carton	Rp
Noodle	3,000	60,000,000	3,300	66,000,000	300	6,000,000	10.0%	10.0%
Total	3,000	60,000,000	3,300	66,000,000	300	6,000,000	10.0%	10.0%

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