



PROMO PROPOSAL

No. _____

Date :

Program Name : - Selisih realisasi Diskon reguler No.006/EXT/SLS/MOP/I/2024

Attachment :

Products : - Beverage

Area : - Sumbagut

Period : - Jan - Des 2024

Background : - Pemberian disc reguler sebesar 3%

- Meningkatkan penjualan di channel OP

Mechanism : - PT ABC President Indonesia akan memberikan kekurangan klaim sebesar 3%

- Estimasi peserta 1500 orang

- Total rupiah sebesar Rp. 788.412.

- Program ini memakai budget Selisih Margin

Objective : - Menjaga dan meningkatkan Brand Awaraness produk

- Capai Target 2024

- Meningkatkan Brand Awareness

Quantitative

in dzn / Rph

	From	To	% Incr
	1	1.100	109900,0%
Estimasi Total Sales	1	1.100	110000,0%

(Incremental) Sales Projection

in ctn / dzn / Rph

	From	To	% Incr
Data sales	72.600	128.810.000	177324,2%
Estimasi Total Sales	72.600	128.810.000	177324,2%

Projected Cost (borne by ABC PI)

	Cost Event	TOTAL COST
Selisih Realisasi Diskon	788.412	
TOTAL Biaya	788.412	

ROI (cost to sales ratio or cost to incremental sales ratio)

788.412 : 128.810.000 0,61%

(diisi oleh HO)

No.Account	Deskripsi	A&P Budget 2024	A&P Budget Terpakai	Sisa A&P Budget s/d saat ini	Pengajuan Proposal	Saldo Sisa A&P

Other consideration to support this proposal:

Claim

Deadline of claim submission (DDMMYYYY) :

30 4 24

Supporting document that will be send :

☐ Original Invoice
☐ Printed Material

☐ Tax Invoice
☐ Photographs

☐ Tanda Terima Toko
☐ Rekap Pengeluaran Bonus

Proposed by,
ABC PI / Distrib.

Approved by,

Rp. 2 - 15 Million

< = 50 Million

< = 100 Million

< = 200 Million

ASS

Date :

ASM

Date :

BOM

date:

TMM

date:

HOS

date:

FPM

date:

COO

date:

CFO

date: