PROMO PROPOSAL								Authrz.No. :			
No. /SUMBAGUT/V/2024							Chanel :	MT			
Date:							Division :	BEVERAGE		***************************************	
gram Name	-	соѕмо ѕ	AT (NYUT, NTHN 450 ML) BELI 2 SA	VE Rp. 2,500							
achment ducts	: .	Beverage	450 ML								
a	:]	Pekanbar	ru								***************************************
od ground		16 Juni 24 - 30 Juni 24 Merupakan Pareto MT Pekanbaru yang mempunyai kontribusi omset									
acinground	_	Banyaknya persaingan promo Kompetitor									
		Sebagai stimulus customer terhadap produk abcpi Meningkatkan sales volume Beverage									
	-										
chanism			I melakukan promo lokal di accoun rafraksi dari pihak account berupa								
	_	Distribut	or Everbright membayarkan biaya c	leposit sebesar R		- ke rekening a	count SA	Γ			
			n melebihi budget maka akan diaju right melakukan klaim ke ABC Presi		nggunakan t	udget Selisih N	largin				
			n Stok di DC dan store								
		PLU	DESCP	DC STOCK	PEKANBARU S1	ORE STOCK	DSI				
					TY VAL	UE QTY	TOTAL				
	ŀ		NU GREEN TEA MADU PET 450ML NU YOGURT TEA PET 450ML		1.948 44.906 0.372 42.54			1			
		120010	NO TOCONT TEXT ET 400ME	00.0 12.002	5.072 12.01		131			-	
	-	PEKANBA	ARII	Sales	KPI (volume 9.45	, distribusi, etc)		Alokasi /	10.634.514		
	Ì	LICTIVE			J. T.			TQ.	10.034.314		
ective	. l	Doningka	itan Sell Out Beverage								
		· ciiiigita	The state of the s	***************************************							
Quantitativ Estimasi Sa		in carton In						6.752	То	9.453	% Incr 40,0%
***************************************											#DIV/0!

							Total	6.752		9.453	40,0%
remental) Sal	les Pro	ojection					Total	6.752 From	То	9.453	40,0% % Incr
remental) Sal							Total		То	9.453	% Incr 40,0%
							Total	From	То		% Incr
							Total	From	То		% Incr 40,0%
								From 49.374.928	To 8 69.12	24.899	% Incr 40,0% #DIV/0!
Estimasi Sa	ales / I	oln					Total	From 49.374.928 49.374.928	To 8 69.12		% Incr 40,0%
Estimasi Sa	ales / I	oln)					From 49.374.928	To 8 69.12	24.899	% Incr 40,0% #DIV/0!
Estimasi Sa	ales / I	oln) BVG					From 49.374.928 49.374.928	To 8 69.12	24.899	% Incr 40,0% #DIV/0!
Estimasi Sa	ales / I	oln		ΤΟΤΔΙ				From 49.374.928 49.374.928 cost	69.12	24.899	% Incr 40,0% #DIV/0!
Estimasi Sa	ales / I	oln		TOTAL				From 49.374.928 49.374.928 cost	69.12	24.899	% Incr 40,0% #DIV/0!
Estimasi Sa	oorne	by ABC PI		TOTAL			Total	From 49.374.928 49.374.928 cost 10.634.514	69.12	24.899	% Incr 40,0% #DIV/0!
Estimasi Sa	oorne	by ABC PI	BVG	TOTAL				From 49.374.928 49.374.928 cost 10.634.514	69.12	24.899	% Incr 40,0% #DIV/0!
Estimasi Sa	oorne	by ABC PI	BVG	A&P Budget		A&P Budget	Total	From 49.374.928 49.374.928 cost 10.634.514 Sisa A&P Budget	To 69.12	24.899	% Incr 40,0% #DIV/0! 40,0%
iected Cost (b	oorne	by ABC PI	BVG p incremental sales ratio)		t -	A&P Budget Terpakai	Total	From 49.374.928 49.374.928 cost 10.634.514	To 69.12	24.899	% Incr 40,0% #DIV/01 40,0%
Estimasi Sa eiected Cost (b (cost to sales	oorne	by ABC PI	BVG p incremental sales ratio)	A&P Budget			Total	From 49.374.928 49.374.928 cost 10.634.514 Sisa A&P Budget	To 69.12	24.899	% Incr 40,0% #DIV/0! 40,0%
ected Cost (b	oorne	by ABC PI	BVG p incremental sales ratio)	A&P Budget	t -		Total	From 49.374.928 49.374.928 cost 10.634.514 Sisa A&P Budget	To 69.12	24.899	% Incr 40,0% #DIV/0! 40,0%
Estimasi Sa iected Cost (b (cost to sales si oleh HO) Account	oorne	by ABC PI	BVG p incremental sales ratio)	A&P Budget			Total	From 49.374.928 49.374.928 cost 10.634.514 Sisa A&P Budget	To 69.12	24.899	% Incr 40,0% #DIV/0! 40,0%
iected Cost (b	oorne	by ABC PI	Dincremental sales ratio) Deskripsi	A&P Budget			Total	From 49.374.928 49.374.928 cost 10.634.514 Sisa A&P Budget	To 69.12	24.899	% Incr 40,0% #DIV/0! 40,0%
(cost to sales	porne	or cost to	Dincremental sales ratio) Deskripsi this proposal:	A&P Budget 2024			Total	From 49.374.928 49.374.928 cost 10.634.514 10.634.514 Sisa A&P Budget s/d saat ini	Pengajuar Proposal	0	% Incr 40,0% #DIV/0! 40,0%
iected Cost (b	oorne l	by ABC PI or cost to support:	Deskripsi this proposal: of claim submission (DD/MM/YYY) ng document that will be send:	A&P Budget 2024	-	Terpakai	Total	From 49.374.928 49.374.928 cost 10.634.514 10.634.514 Sisa A&P Budget s/d saat ini	Pengajuar Proposal	0	% Incr 40,0% #DIV/0! 40,0%
iected Cost (b	oorne l	or cost to	Deskripsi this proposal: of claim submission (DD/MM/YYY) ng document that will be send: Original Invoice	A&P Budget 2024	-	Terpakai	Total	From 49.374.928 49.374.928 cost 10.634.514 10.634.514 Sisa A&P Budget s/d saat ini	Pengajuar Proposal 9 2024	24.899	% Incr 40,0% #DIV/0! 40,0%
Estimasi Sa lected Cost (b. (cost to sales i oleh HO) Account	oorne l	or cost to	Deskripsi this proposal: of claim submission (DD/MM/YYY) ng document that will be send:	A&P Budget 2024	-		Total	From 49.374.928 49.374.928 cost 10.634.514 10.634.514 Sisa A&P Budget s/d saat ini	Pengajuar Proposal	24.899	% Incr 40,0% #DIV/0! 40,0%
iected Cost (b (cost to sales si oleh HO) Account er considerat m	oorne l	by ABC PI or cost to support: Deadline Supportin	Dincremental sales ratio) Deskripsi this proposal: of claim submission (DD/MM/YYY) and document that will be send: Original Invoice Reinted Material Approved by,	A&P Budget 2024	-	Terpakai Tax Invoic Checked	Total 15%	From 49.374.928 49.374.928 cost 10.634.514 10.634.514 Sisa A&P Budget s/d saat ini	Pengajuar Proposal 9 2024 9 2024 Pengeluaran Bo	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	% Incr 40,0% #DIV/0! 40,0%
iected Cost (b	oorne l	by ABC PI or cost to support: Deadline Supportin	Deskripsi this proposal: of claim submission (DD/MM/YYY) ng document that will be send: Original Invoice Printed Material	A&P Budget 2024	-	Terpakai	Total 15%	From 49.374.928 49.374.928 cost 10.634.514 10.634.514 Sisa A&P Budget s/d saat ini	Pengajuar Proposal 9 2024	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	% Incr 40,0% #DIV/0!
iected Cost (b (cost to sales si oleh HO) Account er considerat m	oorne l	by ABC PI or cost to support: Deadline Supportin	Dincremental sales ratio) Deskripsi this proposal: of claim submission (DD/MM/YYY) and document that will be send: Original Invoice Reinted Material Approved by,	A&P Budget 2024	-	Terpakai Tax Invoic Checked	Total 15%	From 49.374.928 49.374.928 cost 10.634.514 10.634.514 Sisa A&P Budget s/d saat ini	Pengajuar Proposal 9 2024 9 2024 Pengeluaran Bo	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	% Incr 40,0% #DIV/0! 40,0%
iected Cost (b (cost to sales si oleh HO) Account er considerat m	oorne l	by ABC PI or cost to support: Deadline Supportin	Dincremental sales ratio) Deskripsi this proposal: of claim submission (DD/MM/YYY) and document that will be send: Original Invoice Reinted Material Approved by,	A&P Budget 2024		Terpakai Tax Invoic Checked	Total 15%	From 49.374.928 49.374.928 cost 10.634.514 10.634.514 Sisa A&P Budget s/d saat ini	To 69.12 B 69.12 B 69.12 Pengajuar Proposal Proposal 9 2024 nda Terima Toko Pengeluaran Bc ≥ 100 Milli	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	% Incr 40,0% #DIV/0! 40,0%

PT SUMBER ALFARIA TRIJAYA Tbk SELLING OUT ABC PRESIDENT INDONESIA PT (BEVERAGE)

ALL CATEGORY

ALL CATEGORI				
монтн		SELLING OUT QTY PCS	SELLING OUT VALUE	
	DESC	PEKANBARU	PEKANBARU	
FEB		11.896	87.046.432	
MAR	NTHN 450, NYUT 450	12.293	89.883.441	
APRIL		16.323	119.319.696	
	TOTAL	40.512	296.249.569	
	AP3M	13.504	98.749.856	

NU TEA	SELLING OUT QTY	SELLING OUT VALUE
AVG SO	13.504	98.749.856
AVG SO 1/2 BULAN	6.752	49.374.928
TARGET PTW (1/2 Month)	9.453	69.124.899
REDEMTION 90%	8.508	62.212.409

	8.508	10.634.514
BUDGET BELI 2 SAVE Rp. 2.500	4.253,81	