

PROJECT WORK PLAN

DATE OF PWP:

2023-01-23

NAME OF ACCOUNT:

REY CUES

CHANNEL CLASS:

WHOLESALER

TERRITORY:

GT1

ACTIVITY TYPE:

TRADE DEALS 5CS+1CS

2023 Target

1,706,487.00

TRADE DISCOUNT:

10%

DA (IF APPLICABLE):

n/a

PWP SERIES NO.:

COST CENTER:

PROMO DURATION:

From: 2023-01-23To: 2023-01-28

POST PROMO EVALUATION DEADLINE:

2023-02-28

YTD 2022 SALES:

1,388,563.00

YTD 2023 SALES:

VARIANCE (PESO VALUE):

%0.00

PROJECT BACKGROUND:

REY CUES DIAPER IS A POTENTIAL WHOLESALER THAT WOULD HELP US SPREAD OUR BRAND TO DOWNLINE AROUND QUEZON CITY

PROMO TITLE:

TRADE DEALS 5CS+1CS FOR FRESH REGULAR TOOTHBRUSH

OBJECTIVE:

1. INCREASE PRODUCT LINE.GENERATES VOLUME ORDER

MECHANICS:

1. FOR EVERY PURCHASE OF 5CS FRESH REGULAR TOOTHBRUSH WILL GET 1CS FRESH REGULAR TOOTHBRUSH FOR FREE

CONCESSION:

WILL HIGHLIGHT AND PROMOTE OUR FRESH TOOTHBRUSH TO COUNTER COLGATE BRAND

PROJECTED VOLUME ANALYSIS:

CATEGORY / BRAND	AVERAGE MONTHLY SALES		INCREMENTAL		PROJECTED VOLUME (Average + Incremental)	
	In Cases	Peso Value	In Cases	Peso Value	In Cases	Peso Value
ALL CATEGORY		115,713.00		1,587,036.00		1,702,749.00
TOTAL		115,713.00		1,587,036.00		1,702,749.00

PROMO COST ESTIMATES

ITEMS DESCRIPTION	QTY	UNIT COST	TOTAL AMOUNT	EXPENSE DESCRIPTION	QTY	UNIT COST	TOTAL AMOUNT
FRESH REGULAR TB	12.00	1,890.00	22,680.00				
SUB-TOTAL	12.00	1,890.00	22,680.00	SUB-TOTAL			

TOTAL PROJECT COST	22,680.00
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TOTAL Cost to Sales Computation	
Projected Sales	1,587,036.00
Projected cost	22,680.00
Cost to Sales Ratio	1.43

Recommending Approval:

SHERWIN DUNGCA
BDD

ALJON GEMPEROA
TMM

AGATHA LEUNG
CAO

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