

PT. INTERNUSA FOOD Confectionery & Food Industry

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Jakarta, 3 Februari 2025

Nomor : 016/NSM/II/2025

Lampiran : Tabel Promo Februari 2025

Hal : STRATA DISCOUNT REGULER DAN PROMO PRODUK FEBRUARI 2025

Kepada Yth, Bapak / Ibu Mitra Bisnis PT. Internusa Food Di tempat

Dengan hormat,

Bersama ini kami sampaikan kepada seluruh Mitra Bisnis PT Internusa Food, mengenai perubahan Strata discount dan Trade Promo yang berjalan saat ini.

Adapun strata Discount Reguler terbaru, sbb:

Strata Penjualan	Disc Reguler
0 - 100,000	0,0%
100,001 - 500,000	1,0%
500,001 - 1,000,000	1,5%
1,000,001 -3,000,000	2,0%
3,000,001 - 5,000,000	3,0%
5,000,0001 - 10,000,000	4,0%
10,000,001 (SO) - up	5,0%
Produk Fokus	+ 0.5 %

Item Produk Fokus yg mendapat Tambahan 0.5%

- 1. CUCU SEREAL COKLAT 12x24
- 2. KP CUCU POP
- 3. KP PARAGO 8x30
- 4. KP CUCU MARSHMALLOW 30x20
- 5. KP CUCU MARSHMALLOW RENCENG 12x20
- 6. KP CUCU BARCAKE 12 BOX x 12 PCS
- 7. DANCING POP

Trade Promo Terbaru terbagi atas 2 kategory (Lampiran Surat):

- 1. Promo untuk outlet Discount Reguler s/d 3%
- 2. Promo untuk outlet Discount Reguler 4% UP

Perubahan ini mengikuti situasi pasar yang dinamis dan menjaga distribusi produk di outlet retail, kami berharap Distributor mengikuti arahan ini sehingga Omzet dan Distribusi akan lebih meningkat.

Seluruh Discount Reguler dan Promo regular disurat ini menjadi beban distributor, untuk surat promo terpisah sebelumnya bisa diabaikan kecuali Promo khusus yang akan dibuatkan surat terpisah karena ada mekanisme klaim.

Demikian surat pemberitahuan ini kami sampaikan, atas perhatian dan kerjasamanya kami ucapkan terima kasih.

Hormat Kami,

Philips (PT. Internusa Food) PROMO UNTUK OUTLET STRATA DISC REGULER 0% s/d 3%

No	Nama Barang		Ukura	n .	Minimal Orde	or	Promo	Keterangan	
	Ü			24		31			
1	BOLU SM ALL VARIANT	12	Х		3 Box		2%	Bisa Mix	
2	CUCU BOLU ALL VARIANT	6	Х	24	3 Box		2%	Bisa Mix	
3	VANELO ALL VARIANT	6	Х	24			=,-		
4	CUCU POP ALL VARIANT 20x20	20	Χ	20	5 Pack		2%	Bisa Mix	
5	CUCU POP ALL VARIANT 10X20	10	Χ	20	5 Pack		2%	Bisa Mix	
	SM LOLIPOP 8x30	8	Х	30			20/	Disa Miss	
	PARAGO MILK LOLIPOP 8x30	8	Χ	30	3 Pack				
6	PARAGO MAGIC FRUIT 8X30	8	Х	30					
ь	PARAGO DUPLO ASSORTED 8x30	8	Х	30		2%	Bisa Mix		
	PARAGO DUPLO BANANA 8x30	8	Х	30					
	POGY CHEWY-CENTER FILLED LOLIPOP 8x30	8	Х	30			1		
7	PARAGO CHEWY CKT/AST @3Pcs	10	Х	20	3 Pack		2%		
8	POGY PLES	6	Х	60	1 Toples		1%		
9	POGY-POGY SAK	4	Х	50	1 Sak		2%		
10	SM MAGIC GLOW	20	Х	20	5 Pack		1%		
11	PARAGO CHEWY 20x120G ALL VARIANT	20	Х	120gr	5 Pack		1%	Bisa Mix	
12	PARAGO CHEWY 20x108G ALL VARIANT	20	Х	108gr	5 Pack		1%	Bisa Mix	
13	DANCING POP	12	х	40	3 Box		2%		
14	SPICE BAND	20	Х	20	3 Pack		2%		
15	CUCU MARSHMALLOW ALL VARIANT	30	Х	20	4 Pack		2%	Bisa Mix	
16	CUCU MARSHMALLOW RASA COLA 12x20	12	х	20	2 Box		2%	Promo 11 Box bonus 1 Box Klaim	
10	kemasan Box	12	^	20	2 BUX		270	Principal	
17		12	Х	20	2 Pack		2%	Promo 11 Pack bonus 1 Pack	
17	CUCU MALLOW 12X20 RENCENG ALL VARIANT	12	^	20	2 Pack		∠70	Klaim Principal	
18	CUCU BARCAKE VANILLA	12	Х	12	Minimal order	1 Box	2%	Promo 6 Poy honus 1 Poy Vlaim	
19	CUCU BARCAKE STRAWBERRY	12	Х	12	Minimal order	1 Box	2%	Promo 6 Box bonus 1 Box, Klaim	
20	CUCU BARCAKE PANDAN	12	Х	12	Minimal order	1 Box	2%	Principal	

PROMO UNTUK OUTLET STRATA DISC REGULER 4% Up

2 CU 3 V/ 4 CU 5 CU 5 SN P/	MUCU POP ALL VARIANT CUCU POP ALL VARIANT CUCU POP ALL VARIANT 20X20 MUCU POP ALL VARIANT 10X20 MARAGO MILK LOLIPOP 8x30 MARAGO DUPLO ASSORTED 8x30 MARAGO DUPLO BANANA 8x30 MARAGO DUPLO BANANA 8x30 MARAGO BOX CHEWY ALL VARIANT MARAGO CHEWY CKT/AST @3PCS MOGY PLES MOGY-POGY SAK M MAGIC GLOW	12 6 6 20 10 8 8 8 8 8 8 8 10 6	x x x x x x x x x x x x x x x x x x x	24 24 24 20 20 30 30 30 30 30 30 80	50 +1 50 + 1 Pengambilan 1 - 49 ct Potongan 1.000/ct 50 +1 Pengambilan 10 - 99 ct Potongan 500/ct 100+2 50 + 1	Bisa Mix Bisa Mix Bisa Mix, beban distributor Bisa Mix, beban distributor Bisa Mix Bisa Mix	
3 V/ 4 Ct 5 Ct 5 P/ 6 P/ P	CANELO ALL VARIANT CUCU POP ALL VARIANT 20X20 MUCU POP ALL VARIANT 10X20 MUCU POP AL	6 20 10 8 8 8 8 8 8 10 6	x x x x x x x x x x x x x x x x x x x	24 20 20 30 30 30 30 30 30 30 80	Pengambilan 1 - 49 ct Potongan 1.000/ct 50 +1 Pengambilan 10 - 99 ct Potongan 500/ct 100+2 50 + 1	Bisa Mix, beban distributor Bisa Mix, beban distributor Bisa Mix	
4 CU 5 CU 5 SN PA PA PA PA PO PO 10 PC 11 SN	EUCU POP ALL VARIANT 20X20 EUCU POP ALL VARIANT 10X20 M LOLIPOP 8x30 ARAGO MILK LOLIPOP 8x30 ARAGO MAGIC FRUIT 8X30 ARAGO DUPLO ASSORTED 8x30 ARAGO DUPLO BANANA 8x30 OGY CHEWY-CENTER FILLED LOLIPOP 8x30 ARAGO BOX CHEWY ALL VARIANT ARAGO CHEWY CKT/AST @3Pcs OGY-POGY SAK	20 10 8 8 8 8 8 8 8 10 6	x	20 30 30 30 30 30 30 30 80	Pengambilan 1 - 49 ct Potongan 1.000/ct 50 +1 Pengambilan 10 - 99 ct Potongan 500/ct 100+2 50 + 1	Bisa Mix, beban distributor Bisa Mix, beban distributor Bisa Mix	
5 CU SN PH PH PH PC 7 PH 8 PH 9 PC 10 PC 11 SN	M LOLIPOP 8x30 ARAGO MILK LOLIPOP 8x30 ARAGO MAGIC FRUIT 8x30 ARAGO DUPLO ASSORTED 8x30 ARAGO DUPLO BANANA 8x30 OGY CHEWY-CENTER FILLED LOLIPOP 8x30 ARAGO BOX CHEWY ALL VARIANT ARAGO CHEWY CKT/AST @3Pcs OGY PLES	10 8 8 8 8 8 8 8 10 6	x x x x x x x x	30 30 30 30 30 30 30 80	Potongan 1.000/ct 50 +1 Pengambilan 10 - 99 ct Potongan 500/ct 100+2 50 + 1	Bisa Mix, beban distributor Bisa Mix	
5 CU SN PH PH PH PC 7 PH 8 PH 9 PC 10 PC 11 SN	M LOLIPOP 8x30 ARAGO MILK LOLIPOP 8x30 ARAGO MAGIC FRUIT 8x30 ARAGO DUPLO ASSORTED 8x30 ARAGO DUPLO BANANA 8x30 OGY CHEWY-CENTER FILLED LOLIPOP 8x30 ARAGO BOX CHEWY ALL VARIANT ARAGO CHEWY CKT/AST @3Pcs OGY PLES	10 8 8 8 8 8 8 8 10 6	x x x x x x x x	30 30 30 30 30 30 30 80	50 +1 Pengambilan 10 - 99 ct Potongan 500/ct 100+2 50 + 1	Bisa Mix, beban distributor Bisa Mix	
6 P/P P/P P/P P/P P/P P/P P/P P/P P/P P/	M LOLIPOP 8x30 ARAGO MILK LOLIPOP 8x30 ARAGO MAGIC FRUIT 8X30 ARAGO DUPLO ASSORTED 8x30 ARAGO DUPLO BANANA 8x30 OGY CHEWY-CENTER FILLED LOLIPOP 8x30 ARAGO BOX CHEWY ALL VARIANT ARAGO CHEWY CKT/AST @3Pcs OGY PLES	8 8 8 8 8 8 8 10 6	x x x x x x x	30 30 30 30 30 30 30 80	Pengambilan 10 - 99 ct Potongan 500/ct 100+2 50 + 1	Bisa Mix	
6 P/P P/P P/P P/P P/P P/P P/P P/P P/P P/	M LOLIPOP 8x30 ARAGO MILK LOLIPOP 8x30 ARAGO MAGIC FRUIT 8X30 ARAGO DUPLO ASSORTED 8x30 ARAGO DUPLO BANANA 8x30 OGY CHEWY-CENTER FILLED LOLIPOP 8x30 ARAGO BOX CHEWY ALL VARIANT ARAGO CHEWY CKT/AST @3Pcs OGY PLES	8 8 8 8 8 8 8 10 6	x x x x x x x	30 30 30 30 30 30 30 80	Potongan 500/ct 100+2 50 + 1	Bisa Mix	
6 P/P P/P P/P P/P P/P P/P P/P P/P P/P P/	M LOLIPOP 8x30 ARAGO MILK LOLIPOP 8x30 ARAGO MAGIC FRUIT 8X30 ARAGO DUPLO ASSORTED 8x30 ARAGO DUPLO BANANA 8x30 OGY CHEWY-CENTER FILLED LOLIPOP 8x30 ARAGO BOX CHEWY ALL VARIANT ARAGO CHEWY CKT/AST @3Pcs OGY PLES	8 8 8 8 8 8 8 10 6	x x x x x x x	30 30 30 30 30 30 30 80	100+2 50 + 1	Bisa Mix	
6 PA PA PA PA PC 7 PA 8 PA 9 PC 10 PC 11 SN	ARAGO MILK LOLIPOP 8x30 ARAGO MAGIC FRUIT 8X30 ARAGO DUPLO ASSORTED 8x30 ARAGO DUPLO BANANA 8x30 OGY CHEWY-CENTER FILLED LOLIPOP 8x30 ARAGO BOX CHEWY ALL VARIANT ARAGO CHEWY CKT/AST @3Pcs OGY PLES OGY-POGY SAK	8 8 8 8 8 8 10 6	x x x x x x	30 30 30 30 30 30 80	50 + 1		
6 PA PA PA PA PC 7 PA 8 PA 9 PC 10 PC 11 SN	ARAGO MILK LOLIPOP 8x30 ARAGO MAGIC FRUIT 8X30 ARAGO DUPLO ASSORTED 8x30 ARAGO DUPLO BANANA 8x30 OGY CHEWY-CENTER FILLED LOLIPOP 8x30 ARAGO BOX CHEWY ALL VARIANT ARAGO CHEWY CKT/AST @3Pcs OGY PLES OGY-POGY SAK	8 8 8 8 8 8 10 6	x x x x x x	30 30 30 30 30 30 80			
6 PA	ARAGO MAGIC FRUIT 8X30 ARAGO DUPLO ASSORTED 8x30 ARAGO DUPLO BANANA 8x30 OGY CHEWY-CENTER FILLED LOLIPOP 8x30 ARAGO BOX CHEWY ALL VARIANT ARAGO CHEWY CKT/AST @3Pcs OGY PLES OGY-POGY SAK	8 8 8 8 8 10 6	X X X X X	30 30 30 30 80			
6 PA PA PC 7 PA 8 PA 9 PC 10 PC 11 SN	ARAGO DUPLO ASSORTED 8x30 ARAGO DUPLO BANANA 8x30 OGY CHEWY-CENTER FILLED LOLIPOP 8x30 ARAGO BOX CHEWY ALL VARIANT ARAGO CHEWY CKT/AST @3Pcs OGY PLES OGY-POGY SAK	8 8 8 8 10 6	X X X X	30 30 30 80			
PA PA PC 7 PA 8 PA 9 PC 10 PC 11 SN	ARAGO DUPLO BANANA 8x30 OGY CHEWY-CENTER FILLED LOLIPOP 8x30 PARAGO BOX CHEWY ALL VARIANT PARAGO CHEWY CKT/AST @3Pcs OGY PLES OGY-POGY SAK	8 8 8 10 6	X X X	30 30 80			
9 PC 10 PC 11 SN	OGY CHEWY-CENTER FILLED LOLIPOP 8x30 PARAGO BOX CHEWY ALL VARIANT PARAGO CHEWY CKT/AST @3Pcs OGY PLES OGY-POGY SAK	8 8 10 6	X X X	30 80	100 +1	Bisa Mix	
7 PA 8 PA 9 PC 10 PC 11 SN	ARAGO BOX CHEWY ALL VARIANT ARAGO CHEWY CKT/AST @3Pcs OGY PLES OGY-POGY SAK	8 10 6	X	80	100 +1	Bisa Mix	
8 PA 9 PC 10 PC 11 SN	ARAGO CHEWY CKT/AST @3Pcs OGY PLES OGY-POGY SAK	10 6	Х		100 +1	Bisa Mix	
9 PC 10 PC 11 SN	OGY PLES OGY-POGY SAK	6	_				
10 PC	OGY-POGY SAK	_		20	50+1, 100+3		
11 SN		4	X	60	75+1		
	M MAGIC GLOW		Х	50	50+1		
12 CI		20	Х	20	100 + 1		
12 CI		12			Pengambilan 5 - 24 ct	Bisa Mix, beban distributor	
	CUCU RICE CRIESPIE ALL VARIANT		х	24	Potongan 1.000/ct		
					25 ct + 2 Box, 100 ct + 1 ct		
					·	Promo 5 bonus 1 dengan minimal	
13 PA	PARAGO CHEWY 50x54G ALL VARIANT PARAGO CHEWY 20x120G ALL VARIANT	50 20	x	54gr 120gr		pengambilan 50ct (Klaim Principal)	
4.4					Birm of the first of the	Promo 10 bonus 1 dengan minimal	
14 PA					Discount reguler mengikuti	pengambilan 20ct (Klaim Principal)	
4.5					strata surat	Promo 10 bonus 1 dengan minimal	
15 PA	ARAGO CHEWY 20x108G ALL VARIANT	20	х	108gr	Program Khusus outlet GT	pengambilan 20ct (Klaim Principal)	
						Promo 10 bonus 1 dengan minimal	
16 PA	ARAGO CHEWY 20x210G ALL VARIANT	20	х	210gr		pengambilan 20ct (Klaim Principal)	
17 D	DANCING POP	12	х	40	10 + 2 Box, 25 + 6 Box, 50 + 1		
					Crt, 75+ 18 Box , 100 + 2 Crt		
18 SF	PICE BAND	20	х	20	5 + 2 Box		
10 51	TICE BAIND		<u> </u>	20	2%	< 5 ct	
19 CI	CUCU MARSHMALLOW ALL VARIANT	30	х	20		>= 5 ct	
13 0				20	4% + 10rb	Promo 10rb Klaim Principal	
CI	CUCU MARSHMALLOW RASA COLA 12x20					·	
20	emasan Box	12	Х	20	2%	Promo 11 Box bonus 1 Box Klaim Principa	
KC	emasan box	12			2%	Promo 11 Pack bonus 1 Pack Klaim	
21 Cl	CUCU MALLOW 12X20 RENCENG ALL VARIANT		Х	20		Principal	
						Trincipal	
22 CI	CUCU BARCAKE VANILLA	12	Х	12	8% Khusus Bandar motoris		
23 CI	CUCU BARCAKE STRAWBERRY	12	Х	12	dan 5% Grosir reguler.	Promo 6 Box bonus 1 Box, Klaim Principa	
	CUCU BARCAKE STRAWBERRY	12	X	12	Beban Distributor		
		12	 ^	12	Pombolian < 1 at mandaret	Promo 1 ct bonus 1 Box Beban Distributo	
24 01	OCO BARCARE PANDAN	l	Х	24	Pembelian < 1 ct mendapat		