

APPROVAL FOR SALES COMMISSION – AUGUST 2025

Sales Statistics & Achievement:

The local sales budget for August 2025 was set at QAR 25,172,700. However, due to inflationary pressures the launch of milk powder private label products was shelved, while other private label items such as UHT juice and

Particulars	Sales Budget	Sales Target
Planned	25,172,700	21,777,475
Actuals	20,967,757	20,967,757
Achievement %	83.29%	96.28%

tomato paste were delayed due to regulatory challenges. Additionally, the launch of Fizz carbonated drinks was limited to selected MT outlets as a result of a machine breakdown at the TPL production facility. Competition intensified following the reopening of borders, leading to an influx of foreign brands. In the juice segment, players like Almarai, Farm's Select (Almarai), Rani, Nada, Florida Natural, and other long-life imported beverages crowded the market. Similarly, in the ice cream category, competition from imported brands such as Igloo, KDD, and Saudia increased significantly. Aggressive promotions and trade marketing campaigns by these brands to capture market share in Qatar further impacted local sales. Taking all these factors into account, the revised sales target for August 2025 was set at QAR 21,777,475. Actual sales achieved during the month amounted to QAR 20,967,757.

Eligible Commission:

All the routes and supervisors have achieved the target and as per policy are eligible for commission.

To motivate supervisors and ensure the efficient execution of Near Expiry Sales, an incentive of QAR 600 per person has been approved for the three supervisors who have managed the Near Expiry Sales channel alongside their routine tasks. Additionally, any commission earned on routes assigned to supervisors on annual or emergency leave is distributed among the supervisors who have managed those routes in their absence.

Additionally, as per Management approval the Merchandiser Supervisor salary and commission is paid to existing sales supervisors who has undertaken additional responsibilities of Merchandiser Supervisor for the period.

The commission percentage for the month is 1.34% (QAR 281,444) compared to the budget percentage of 1.60% (QAR 402,763).

Particulars	Budget	Achievement
Sales	25,172,700	20,967,757
Commission	402,763	281,444
Commission %	1.60%	1.34%
Arrears Paid		
Total Payout		281,444

In order to maintain the commission outflow within budget following modifications were incorporated in commission calculation

- 1) Expiry incentive which is paid for maintaining product expiry within budgeted limit is not paid for modern trade channel.

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