



APPROVAL FOR SALES COMMISSION – APRIL 2025

Sales Statistics & Achievement:

The local sales budget for April 2025 was QAR 19,921,896. However, since the private label products originally included in the budget were not launched due to a project delay, they were excluded while setting the monthly target.

Accordingly, the revised target was set at QAR 19,099,296. The actual sales achieved for the month amounted to QAR 17,974,051

Particulars	Sales Budget	Sales Target
Planned	19,921,896	19,099,296
Actuals	17,974,051	17,974,051
Achievement %	90.22%	94.11%

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 1.44% (QAR 259,657) compared to the budget percentage of 1.60% (QAR 318,750).

Particulars	Budget	Achievement
Sales	19,921,896	17,974,051
Commission	318,750	259,657
Commission %	1.60%	1.44%
Arrears Paid		-
Total Payout		259,657

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.
- 2) Products taken back from regular market and sold in near expiry market are not considered as expired product while calculating expiry commission as a reward for extra efforts put in by salesman for taking demand of near expiry market, segregating the stock in van, punching separately in HHT etc.

