

APPROVAL FOR SALES COMMISSION – NOVEMBER 2023

Sales Statistics & Achievement:

The Local Sales budget for the month of November 2023 is 14,380,503, however the target was set at QAR 17,315,408 considering past months market trends. The actual sales achievement is QAR 16,107,736.

Particulars	Sales Budget	Sales Target
Target	14,380,503	17,315,408
Actuals	16,107,736	16,107,736
Achievement %	112.01%	93.03%

Eligible Commission:

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

As per budget one supervisor position is vacant, the allocated area to this vacant position is jointly managed by 3 supervisors along with their respective allocated locations. Based on the recommendation of the Sales Manager the commission earned on the vacant position area has been allocated equally between supervisors handling this area.

The commission percentage for the month is 1.50% (QAR 242,165) compared to the budget percentage of 1.7% (QAR 244,469).

Particulars	Budget	Achievement
Sales	14,380,503	16,107,736
Commission	244,469	242,165
Commission %	1.70%	1.50%
Total Payout		242,165

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.