Mobil Promotion User Manual English

Manage Promotion

- The purpose of the system is to facilitate the Distributor with:

- Create a new module in web admin to create a promo.
- Now admin will able to create 4 different types of promos

- In the Web back-end, there is an option available in the left panel to create a promotion.

There are four different types of promotions.
a) Additional Points
b) Boost Points
c) Discount on Catalogue
d) Bundle Offers

In MLC Web Backend there is a "Manage Promo" option available in "Left Panel".

In Manage Promo screen there are a below mentioned features are available:-

1. List View - In the list view web UI shows all created Promo's with Promo status, Duration and Action buttons.
2. Search and pagination option for sorting the data.
3. Create a new promotion button.

Create Promo

Search:

Id	Promo Name	Promo Description	Status	Start Date	End Date	Action
6	Gebyar Platinum	Promo Gebyar Platinum kini makin untung. Setiap pembelian ...	Closed	26th November 2018	31st December 2018	View Delete
5	Pesta Emas Akhir Tahun	Dapatkan tambahan 5 poin untuk setiap pembelian varian pr ...	Closed	26th November 2018	31st December 2018	View Delete
3	Kejutan Super	Dapatkan tambahan poin setiap melakukan pemesanan dan kon ...	Closed	01st September 2018	31st October 2018	View Delete
2	Gebyar Platinum	Dapatkan tambahan poin setiap pemesanan dan konfirmasi pe ...	Closed	01st September 2018	25th November 2018	View Delete

Showing 1 to 4 of 4 entries

Previous 1 Next

After click on "Create Promo" button, Web UI redirects user in "promo creation form".

Create Promo

Home / Create Promo

Type of Promo *

Select Promo Type

Promo Display Name *

Enter Promo Display Name

Promo Description *

body

Firstly in the "Promo Creation " form user need to provide the basic details for promotion.

1. Type of Promo - In this selection the promo will decide what type of benefits will given to end user. There are four different types of promotions.
a) Additional Points
b) Boost Points
c) Discount on Catalogue
d) Bundle Offers

1. Promo Display Name - This name will visible to end user.

2. Promo Description - This description will visible to end user. In this field admin can able to design and also able to add media files which will visible to end user.

After Select / Enter all basic details for promo then scroll down the promo form.

DEFINE AUDIENCE

Province *

Select Some Options ▼

City/District *

Select Some Options ▼

Sub District *

Select Some Options ▼

Village *

Select Some Options ▼

Zip Code *

Select Some Options ▼

User Types *

Select User Type ▼

User Business Type *

Select Some Options ▼

User Status *

Select Some Options ▼

DEFINE PROMO PERIOD

Promo Period Range *

Promo Start Date 🗓

Promo End Date 🗓

Frequency *

Select Frequency ▼

Time Frequency *

Select Time Frequency ▼

Promo Banner *

Choose File | No file chosen

SUBMIT

DEFINE AUDIENCE

Province *

Select Some Options ▼

City/District *

Select Some Options ▼

Sub District *

Select Some Options ▼

Village *

Select Some Options ▼

Zip Code *

Select Some Options ▼

User Types *

Select User Type ▼

User Business Type *

Select Some Options ▼

User Status *

Select Some Options ▼

Define Audience - In the define audience section admin define the end audience who will gets the benefits.

1. Province - Select the desire province
2. City / District - Select the desire City
3. Sub District - Select the desire Sub-District
4. Village - Select the Desire Village
5. Zip Code - Select the Desire Zip-Code
6. User Types - Select the User type (Trade Owner, LDP)
7. User Business Type - Select the Business type (2W, 4W, Mix)
8. User Status - Select the User status (Active, In-active, and New)

After enter all basic details and define the promo audience now admin define the promo Period.

1. Promo Period Range - Here admin select the "Promo start date and promo end date".
2. Frequency - In the frequency field admin can select the below mentioned.

- Everyday
- Specific Days
- Even Days
- Odd Days
- Weekdays

DEFINE PROMO PERIOD

Promo Period Range *

| 2019-01-22 | 📅 |

| 2019-01-31 | 📅 |

Frequency *

Select Frequency ▼

Time Frequency *

Select Time Frequency ▼

Everyday - In the everyday selection the promo will run from the start date to end date.

Specific Days - After select the "Specific days" web UI shows the "Define frequency days" selection field. User can select the specific dates from the calendar.

Even Days - When admin select the Even Days then the promo will run all even dates from Start promo date - to- End promo date.

Odd Days - When admin select the Odd Days then the promo will run all odd dates from Start promo date - to- End promo date.

Weekdays - When admin select the "Weekdays" then promo will run only in all the weekdays (M, T, W, TH, F) from start promo date - to - end promo date.

After select the frequency admin select the "**Time Frequency**". In this field web UI shows the two selections :-

1. All Time - In the 'all time' selection promo will run 24/7 from start promo date - to- end promo date.
2. Specific Time - In the 'Specific Time' selection admin needs to define the "Start time" and "End time".

After define the "Promo Basic Details", "Promo Audience", "Promo frequency" now admin define the "Promo Rule". This rule is based on the "Promo Type" selection which admin selected very firstly in this form.

First Promo Rule - Additional Points Promo.

DEFINE PROMO RULES

SKU Categories*

| Select Some Options ▼ |

SKU *

| Select Some Options ▼ |

Points

SKU Name	Normal Points/Ltr	Extra Points/Ltr	New Points/Ltr

Promo Banner *

| Choose File | No file chosen |

SUBMIT

In the Additional Point Promo rules admin can select the below mentioned details:-

SKU Categories - In the SKU categories admin will specify the SKU categories who will gets the benefits. (Platinum, Gold, Silver, and Brownz).

SKU - Admin can select the SKUs who will gets the benefits.

Points

SKU Name	Normal Points/Ltr	Extra Points/Ltr	New Points/Ltr
MOBIL 1 0W40 [4X4L]	21	5	26
MOBIL 1 0W40 [12X1L]	21	5	26
MOBIL 1 5W30 [4X5L]	21	5	26

Then Admin define the "Extra Points" and "Promo banner" image and submit it.

Second Promo Rule - Boost Points

In the Boost Points promo admin first select the Boost Type
1. SKU Boost
2. Points Boost

In the SKU Boost selection web UI shows the below mentioned fields for selection.

SKU Categories - Admin define the SKU Categories (Platinum, Gold, Silver, and Bronze)
SKU Packaging - Define Carton or Bottle
Set Benchmark - Admin define the benchmark as "Collect points for all SKU" or "Collect Points for specific SKU".

When user select the "Collect points for all SKU" then admin needs to define the "SKU Quantity benchmark" for this specific selection.

Define Order - Define order as "Single and multiple".

Boost Points - In this field admin define the Boost Point type as "Bulk Points or Multiplier points".

1. Bulk Points - In this type of promo end user will get bulk points which define by admin.
2. Multiplier Points - In this type of promo admin define the boost points will multiplied by the current points.

DEFINE PROMO RULES BOOST POINTS

Boost Type *

SKU Boost ▼

SKU Categories *

Select Some Options ▼

SKU Packaging *

Select Some Options ▼

Set Benchmark *

Collect points for all SKU ▼

SKU Quantity Benchmark *

Define Order *

Single ▼

Boost Points *

Bulk Points ▼

Bulk Points *

Promo Banner *

Choose File | No file chosen

SUBMIT

Third Promo Rule - Bundle Offer

DEFINE PROMO RULES BUNDLE OFFER

BUNDLE PRODUCT 1

SKU Category*

Bronze ▼

SKU Packaging*

Select SKU Packaging ▼

SKU *

Select SKU ▼

Benefit Type*

Select Benefit Type ▼

⊕

Points

Catalogue Product *

Select Some Options ▼

Discount applicable *

Fixed Points Discount ▼

Discount Value *

0

Catalogue Product Name	Normal Points	After Discount Points

Promo Banner *

Choose File | No file chosen

SUBMIT

In the bundle offer promo web UI shows the below mentioned fields for selection.

1. SKU Categories - Admin define the SKU Categories (Platinum, Gold, Silver, and Bronze)
2. SKU Packaging - Define Carton or Bottle
3. SKU - Select the SKU name from listing.
4. Benefit Type - Here admin can give any of the benefits "Additional Points", "Boost Points", "Discount on catalogue".

   When admin selects additional points then web UI shows the "Additional Points" form, when admin select the benefit type as "Boost Points" then web UI shows the "Boost Points" form for selection and when admin select the "Discount on catalogue" then web UI shows the "Discount on catalogue" form.

   Here, End user can gets the benefits as per based on the "Benefit type" selection.
   Finally, Admin upload the promotion image and click on submit to submit it.

Fourth Promo Rule - Bundle Offer

DEFINE PROMO RULES DISCOUNT ON CATALOGUE

Catalogue Product *

Shopping Voucher Sodexo IDR 800,000, Refrigerator 1 Door, ▾

Define Benchmark *

Order Defined SKU ▾

SKU *

Select Some Options ▾

SKU Name	Packaging Type	Qty

Discount applicable *

Fixed Points Discount ▾

Discount Value *

0

Catalogue Product Name	Normal Points	After Discount Points
Shopping Voucher Sodexo IDR 800,000	3000	3000
Refrigerator 1 Door, 128 L (Polytron or equivalent)	5000	5000
Sharp Mesin Cuci ES-T65MW	5000	5000

Promo Banner *

Choose File | No file chosen

SUBMIT

Activate Windows

In the Discount On Catalogue promo web UI shows the below mentioned fields for selection.

1. Catalogue Product - Select the Catalogue product
2. Define benchmark - Select the "Order Defined SKU", "Collected Points" option.
3. SKU - Select the SKUs
4. Discount Applicable - Select the discount applicable on "Fixed Point discount", "Discount on percentage".
5. Discount Value - Enter the discounted value.

   Web UI shows the tabular data where UI shows the Catalogue products with discount.Upload the promotion image and submit the promotion.

After create the "Promo" Web UI redirects user in List View. Here, Web UI shows the listing with Action buttons.
1. View - In the view section web UI shows the detail of the promo
2. Delete - Delete option available to delete the promo
3. Edit - Edit option is available to edit the details.
4. Status - Status shows the Promo current status (Running, Draft, and Closed)

Search:

Create Promo

Id	Promo Name	Promo Description	Status	Start Date	End Date	Action
7	qwedwedwef	dqwefqwefqwef	Draft	23rd January 2019	31st January 2019	View Edit Delete
6	Gebyar Platinum	Promo Gebyar Platinum kini makin untung. Setiap pembelian ...	Closed	26th November 2018	31st December 2018	View Delete