

MEMORANDUM

To : ☒ SALES ☐ CODY ☐ DSC ☐ HT  
Cc : All HOD Announcer : Sales Planning Department  
Date : 14 January 2020 Doc. No : SP2001 - 250

HAPPY • HEALTHY  
**COWAY**

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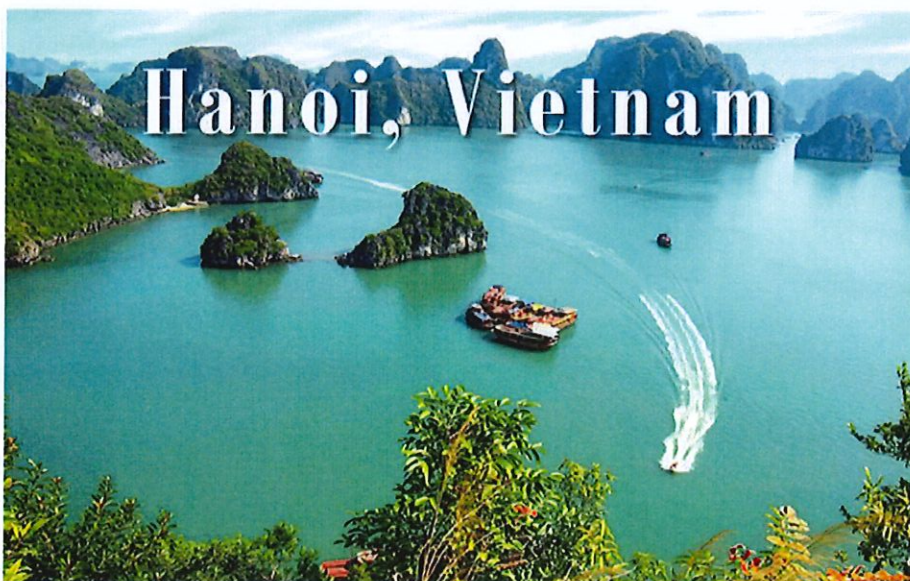
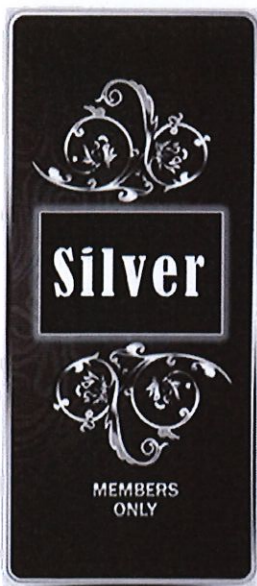
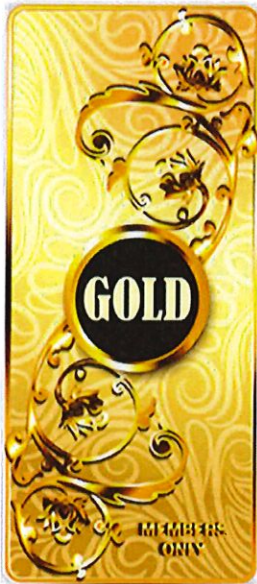
## Everyone Can GO! (3 months fighting period)

2020 1<sup>st</sup> quarter incentive trip



Dear Sales Organisation,

We are pleased to announce the fighting criteria of 2020 First Quarter Sales Organisation Incentive Trip (from January 2020 to March 2020) for HP and HM categories as follow:





# HP Category



## Jump & Fly!



### HP to **JUMP** Category

by improving **average net sales**  
in 2020 1<sup>st</sup> quarter

- The trip applies to **HP** with criteria as below:
  - Neo Pro status only
  - With  $\geq 1$  net sales from January 2019 to November 2019
- HP will be **categorised** into different star categories (*refer to the table below*) based on 2019 4<sup>th</sup> quarter average net sales.
- HP are required to **improve the net sales** within 2020 1<sup>st</sup> quarter based on the target listed for each star category.
- HP are required to achieve  $\geq 1$  net sales for all three months in 2020 1<sup>st</sup> quarter.
- HP are required to achieve **SHI** for a minimum of 50% in March 2020.
- HP will be **ranked** based on average net sales in 2020 1<sup>st</sup> quarter.
- Gold Classified HP** will be entitled to an incentive trip of **Hokkaido, Japan**.
- Silver Classified HP will be entitled to an incentive trip of Hanoi, Vietnam.

2019 Q4 Average Net	Category	2020 Q1 Target	Gold Class	Silver Class	Total
0	1 star	3 units monthly	Top 3	4th to 8th	8 seats
1					
2					
3	2 star	5 units monthly	Top 3	4th to 8th	8 seats
4					
5	3 star	7 units monthly	Top 3	4th to 8th	8 seats
6					
7	4 star	10 units monthly	Top 3	4th to 8th	8 seats
8					
9					
10 >	5 star	Maintain Min.10 monthly	Top 13	14th to 28th	28 seats
<b>Total</b>			<b>25 seats</b>	<b>35 seats</b>	<b>60 seats</b>

## By Ranking



# HM Category

## Manager Direct Recruitment

Manager new direct recruitment with minimum 3 HP (≥ 3 net each for 1<sup>st</sup> month)

## RECRUIT

## No. HP Jump Up

Average Net Sales Comparison 2019 Q4 vs 2020 Q1

## PAX

## Active New Direct Recruitment

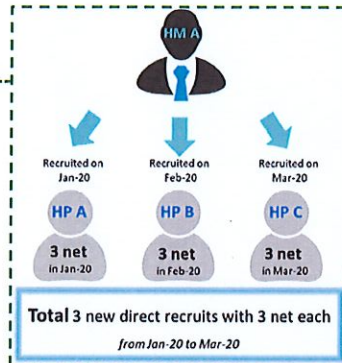


Target

Requirement

Manager new direct recruitment with minimum 3 HP (≥ 3 net each for 1st joining month)

**Minimum Requirement**  
for HM to participate



## Jump Up HP

Total Pax



Target

Ranking

Top 1<sup>st</sup> to 5<sup>th</sup> HM under **Gold Category**;  
Top 6<sup>th</sup> to 14<sup>th</sup> HM under **Silver Category**

HM to be ranked based on **Total Number of Jump Up HP** from 2020 1<sup>st</sup> quarter

- HM are required to fulfil the minimum requirement by having at least **3 manager new direct recruited HPs** with **≥ 3 net sales each** in **2020 1<sup>st</sup> quarter**.
- HM are required to boost the **total pax of HP jump category** (HP improving from existing star category to another) within 2020 1<sup>st</sup> quarter.
- HM are required to achieve **SHI** for a minimum of **50% in March 2020**.
- HM will be **ranked** based on **both criteria** as listed above.
- Top 5 HM** will be classified as **Gold Category** with an incentive trip to **Hokkaido, Japan**.
- Top 6<sup>th</sup> to 14<sup>th</sup> HM will be classified as **Silver Category** with an incentive trip to **Hanoi, Vietnam**.
- The **number of HP jump category** for newly promoted Son HM within Feb-20 and Mar-20 will be **included** in the calculation of **Mother HM** provided **mother's minimum net sales** after promotion at **40 units**.



Expansion



5 seats

**Gold Class**



9 seats

**Silver Class**



## SM Fighting Criteria

## Sales

Improvement %

2020 Q1 Target	Points
+2.00%	5
+4.00%	10
+6.00%	15
+8.00%	20
+10.00%	25

## WS Achievers

Improvement Pax

2020 Q1 Target	Points
≥7 pax / Maintain	5
≥7 +5 pax	10
≥7 +10 pax	15
≥7 +15 pax	20
≥7 +20 pax	25

## Jump Up HP

Improvement Pax

2020 Q1 Target	Points
Points will be given to <b>Top 25 SM</b> with Total Highest Number of <b>Jump Up HP</b> from 2020 1 <sup>st</sup> quarter  (counting down from 25 points to 1 point)	

## Active New

Direct Recruitment

2020 Q1 Target	Points
Points will be given to <b>Top 25 SM</b> with Total Highest Number of <b>Manager New</b> direct recruit productivity from 2020 1 <sup>st</sup> quarter  (counting down from 25 points to 1 point)	

- SM are required to fulfil the criteria as listed on a monthly basis within **2020 1<sup>st</sup> quarter**:
  - Improvement of net sales in percentage (%) comparing to 2019 2<sup>nd</sup> Half
  - Improvement of WS achievers pax with a minimum requirement of 7 pax
  - Monthly highest number of HP jump up category  
(points will be given to Top 25 SM in descending order based on accumulated performance from 2020 1<sup>st</sup> quarter)
  - Monthly 1<sup>st</sup> month net sales from manager new direct recruited HP over total HM pax  
(points will be given to Top 25 SM in descending order based on accumulated performance from 2020 1<sup>st</sup> quarter)
- SM are required to achieve **SHI** for a minimum of **50% in March 2020**.
- Points** will be allocated to SM based on **accumulated performances** from January 2020 to March 2020.
- SM will be **ranked** based on **total points allocated** for all criteria from **2020 1<sup>st</sup> quarter**.
- Top 3 SM** will be classified as **Gold Category** with an incentive trip to **Hokkaido, Japan**.
- Top 4<sup>th</sup> to 7<sup>th</sup> SM will be classified as Silver Category with an incentive trip to Hanoi, Vietnam.
- The involved criteria (sales, WS achievers, jump up HP and active new direct recruitment) for **newly promoted Son SM** within Feb-20 and Mar-20 will be **included** into the calculation of **Mother SM** with **mother's minimum net sales** after promotion at **200 units**.



Expansion



SM



3 seats

Gold Class



4 seats


Silver Class

## GM Fighting Criteria

1

Sales Improvement %	
	
Target	Points
2.00%	5
4.00%	10
6.00%	15
8.00%	20
10.00%	25

2

WS Achievers Improvement Pax	
	
Target	Points
≥40pax / Maintain	5
≥40 +5 pax	10
≥40 +10 pax	15
≥40 +15 pax	20
≥40 +20 pax	25

3

Jump Up HP Improvement Pax	
	
Ranking	Points
1 <sup>st</sup>	25
2 <sup>nd</sup>	20
3 <sup>rd</sup>	15
4 <sup>th</sup>	10
5 <sup>th</sup>	5
Points will be given to <b>Top 5 GM</b> with Total Highest Number of <b>Jump Up HP</b> from 2020 1 <sup>st</sup> quarter	

4

Active New Direct Recruitment	
	
Ranking	Points
1 <sup>st</sup>	25
2 <sup>nd</sup>	20
3 <sup>rd</sup>	15
4 <sup>th</sup>	10
5 <sup>th</sup>	5
Points will be given to <b>Top 5 GM</b> with Total Highest Number or <b>Manager New</b> direct recruit productivity from 2020 1 <sup>st</sup> quarter	

- GM are required to fulfil the criteria as listed on a monthly basis within **2020 1<sup>st</sup> quarter**:
  - Improvement of net sales in percentage (%) comparing to 2019 2<sup>nd</sup> Half
  - Improvement of WS achievers pax with a minimum requirement of 40 pax
  - Monthly highest number of HP jump up category  
*(points will be given to Top 5 GM in descending order based on accumulated performance from 2020 1<sup>st</sup> quarter)*
  - Monthly 1<sup>st</sup> month net sales from manager new direct recruited HP over total HM pax  
*(points will be given to Top 5 GM in descending order based on accumulated performance from 2020 1<sup>st</sup> quarter)*
- GM are required to achieve **SHI** for a minimum of **50% in March 2020**.
- Points** will be allocated to GM based on **accumulated performances** from January 2020 to March 2020.
- GM will be **ranked** based on **total points allocated** for all criteria from **2020 1<sup>st</sup> quarter**.
- Top 1<sup>st</sup> GM** will be classified as **Gold Category** with an incentive trip to **Hokkaido, Japan**.
- Top 2<sup>nd</sup> GM** will be classified as **Silver Category** with an incentive trip to **Hanoi, Vietnam**.
- The involved criteria (*sales, WS achievers, jump up HP and active new direct recruitment*) for **newly promoted Son GM** within Feb-20 and Mar-20 will be **included** into the calculation of **Mother GM** with **mother's minimum net sales** after promotion at **800 units**.



Expansion





## Terms & Conditions

### A. Fighting Period

1. Sales Key In : 26<sup>th</sup> December 2019 – March 2020 Sales Closing
2. Net Sales : January 2020 to March 2020 (*Fresh Key In Fresh Net Sales*)

### B. Requirements

1. HP without net sales from January 2019 to November 2019 will **NOT** be entitled to the participation of the mentioned incentive trip.
2. The trip qualifiers are required to remain at the **current position or at a higher position** after promotion before the trip departure. The entitlement will be forfeited should you failed to achieve the requirements.

### C. Data & Calculation

1. **Manual Bidet (BA-12)** and **Mattress** will **NOT** be included into the calculation of Net Sales unit.
2. The updated result will be calculated based on Monthly Finalised Net Sales and Monthly Neo Pro Survival Closing Listing.
3. Should there be any same result within the qualifiers, the final decision will be decided by Coway Management with priority given to:
  - i. Application Type (Outright > Instalment > Rental)
  - ii. Total Accumulated PV

### D. General

1. Each qualifier is entitled to **ONE** ticket only.
2. The qualifier trip is **NOT** allowed to be exchanged for cash or transferred to third party.
3. Disciplinary action will be taken on those (non-qualifier and the involved sales organisation) who join the incentive trip without permission from the Management.
4. The departure point for the incentive trip will be at Kuala Lumpur only.
5. The qualifier will prepare own valid passport to be submitted to the Management before trip departure.
6. Woongjin Coway Malaysia reserves the right to disqualify any qualifiers or candidate that found to be involved in any misconducts or irregular sales activity.
7. Woongjin Coway Malaysia reserves the right to amend the terms and conditions without prior notice.

MARTIN LEE

Chief Operating Officer (C.O.O.)

WOONGJIN COWAY (MALAYSIA) SDN. BHD.

(Formerly known as Coway (M) Sdn. Bhd.)