

To: Sales Team  
From: Marketing Team  
Re: **3-DAY Women’s Week Special Sale**  
Date: March 5, 2024  
CC: SC, HR, ACCTG, MIS, AUDIT

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As we celebrate Women's Week, we are thrilled to honor the incredible stories of women everywhere! Sophia Jewellery believes in celebrating the unique journeys, achievements, and contributions of women from all walks of life. To commemorate this special occasion, we are excited to announce that we will be having our 3-day Sale.

Please share the good news to our clients, family & friends.

**WHAT:** **Women’s Week Special Sale**  
*“Celebrating Women’s stories from all walks of life”*

**WHEN:** **March 8 - 10, 2024**

**WHERE:** All Sophia Jewellery Outlets

**WHO CAN JOIN THE PROMO:** All clients Mindanao-wide

**HOW:**

**A. Mechanics:**

1. Clients can avail a 35% discount on all gold & diamond jewelry except consignment, made to order items, rematado, and forever sale items.
2. Promo is open to the following transactions:

Cash <input checked="" type="checkbox"/>	G-cash <input checked="" type="checkbox"/>	HC Pay <input checked="" type="checkbox"/>
Debit Card <input checked="" type="checkbox"/>	G-gives <input checked="" type="checkbox"/>	Hulug-Hulugan <input type="checkbox"/>
Credit Card (straight) <input checked="" type="checkbox"/>	G-Paybills <input checked="" type="checkbox"/>	
	Maya <input checked="" type="checkbox"/>	

3. Additional discounts can no longer be given. Since this is overlapping with the other institutionalized discount, only one promo code shall be applied during the promo period.
4. Promo will run at all Sophia Jewellery outlets.
5. Place promo code **#24WWS** on the remarks tab.

**B. Awareness:**

**1. Text Brigade** – Text blast brigade via CRM and EC will be sent to the clients.  
*“Good day, Maam/Sir! You shine every single day as you live your dynamic life.  
Head to the nearest Sophia Jewellery outlet nearest you from March 8- 10, you*

*deserve a little extra sparkle from Sophia Jewellery's Women's Week Special Sale. See you!*

**2. Intercept** – EC will intercept clients and can use this introductory spiel for reference.

*"Good day Ma'am Maam, welcome to Sophia Jewellery! Meron po kaming Women's Week Special Sale. It's time to reward ourself mam, if mag-avail ka po ngayon meron po kaming special discount for you". (show items to client)*

**3. Social media Ads/Posting** – A content poster will be created by the marketing team and will be posted via the respective store's Facebook account.

In line with this, we are also expecting to receive the following from you:

- a. As a reference of documentation, you can send us some photos of our clients who availed the promo to [sophia.mtfrancisco@gmail.com](mailto:sophia.mtfrancisco@gmail.com) and cc [sophia.cmveloso@gmail.com](mailto:sophia.cmveloso@gmail.com) and [sophia.ddespiritu@gmail.com](mailto:sophia.ddespiritu@gmail.com). You may also post it on your respective store's FB account.
- b. A debriefing will be done by Ma'am Mylene on March 12, 2024.

For any concerns and feedback regarding the promotion, please feel free to contact M' Colleen Veloso from Marketing team at 0917-795-7460.

For your information and guidance.

Thank you



Darlyn B. Espiritu  
Marketing Director