

To: Sales Team
From: Marketing Team
Re: **WOMEN’S WEEK SPECIAL SALE**
Date: February 24, 2022
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Greetings!

Women’s Day is the day to honor all women and recognize their significant contributions to society. To celebrate the Women’s Day, we’re excited to announce that that we will be having a Women's Week Special Sale open to all women.

Please see the mechanics below and share the good news to our dear clients, family and friends:

WHAT: **WOMEN’S WEEK SPECIAL SALE**
“Celebrate the women in your life”

WHEN: **March 6 - 12, 2022**

WHERE: All Sophia Jewellery Outlets

WHO CAN JOIN THE PROMO: All Female clients Mindanao wide

HOW:

A. Mechanics

- 1. All Female clients can avail a **35%** discount on all Gold & Diamond Jewelry except consignment, made to order, rematado, and overage items.
- 2. The promotion is open for both cash and credit card transaction straight payment.
- 3. Additional discounts can no longer be given.
- 4. Input the promotional code **#22WWS** on the remarks tab for auditing purposes.

B. Awareness

1. Promotion Collaterals

a. POS Material - Starting March 6, POS material for Women’s Week Special Sale P will be displayed on the showcase. The POS materials will be provided by Mktg.



b. Wearing of RED SALE shirt – The red SALE shirt will be worn on **March 8** (Women’s Day). Please see memo **MKTG0521-0172** for reference on guidelines.

c. Text Blast Brigade – Text blast brigade via CRM and EC will be sent to the clients.

“Good news Ma’am! Sophia Jewellery will be having its Women’s Week Special Sale open to all women from March 6 – 12. Get a Big discount on a limited time only. Visit the nearest outlet Now! You Deserve it!”

d. 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)”

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

Thank you.


Darlyn D. Espiritu
Marketing Director

