

To: Sales Team
From: Marketing Team
Re: **ZSL Mid-Year Sale**
Date: June 19, 2024
CC: SC, HR, ACCTG, MIS, AUDIT

Good news! In collaboration with SM Mindpro's Mid-Year End of Season Sale, Sophia Jewellery is thrilled to announce our participation in Mid-Year Sale. Let's seize this opportunity to empower more women!

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

WHAT: ZSL Mid-Year Sale
WHEN: June 28 – July 7, 2024
WHO CAN JOIN THE PROMO: Zamboanga Clients only
HOW:

A. Mechanics:

- Customers can avail a 35% discount on all regular gold & diamond jewelry, consignment, except made to order items, rematado, and forever sale items.
- 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"/>	

- Additional discounts can no longer be given on top of this.
- Promo will run only at **SM Mindpro** Sophia Jewellery outlet only.
- Place promo code **#24MYS** on the remarks tab.

B. Awareness:

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

"Hard work does pay off! give yourself a wonderful treat. Hurry over to Sophia Jewellery and go get that jewelry you've been eyeing for on our Mid-Year Sale from June 28 – July 7, 2024. Take advantage of the special discount! Visit us NOW!"

- Intercept** – EC will intercept clients using the SALE sintraboard and can use this introductory spiel for reference.
"Good day Ma'am Sir, welcome to Sophia Jewellery! Meron po kaming Mid-Year Sale ngayon. Makaka avail po kayo ng special discount sa mga items namin. maam/sir kaya take advantage na po. Deserve nyo po regaluhan ang sarili nyo." (then offer items)

For any concerns and feedback regarding the promotion, please feel free to contact Ma'am Mary Ada Abella from the Marketing team at 0917-795-7460.

For your information and guidance.

Thank you.


Darlyn D. Espiritu
Marketing Director