

To: Sales Team
 From: Marketing Team
 Re: **2023 RAMADAN SALE**
 Date: April 19, 2023
 CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Sophia Jewellery joins our Muslim brothers and sisters in celebrating Eid al-Fitr, a significant Islamic holiday that signifies the end of Ramadan. We are happy to announce our RAMADAN SALE as part of this celebration.

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

WHAT: 3-DAY RAMADAN SALE
WHEN: April 21 - 23, 2023
WHERE: All Sophia Jewellery Outlets
WHO CAN JOIN THE PROMO: All clients Mindanao-wide
HOW:

A. Mechanics:

- Customers can avail a 35% discount on all gold & diamond Jewelry except consignment, 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.
- Promo will run at all Sophia Jewellery outlets.
- Promo will run from April 21-23, 2023 only.
- Place promo code **#23RS** on the remarks tab for auditing purpose.

B. Awareness:

1. Wearing of RED SALE shirt – The red SALE shirt will be worn on April 21 - 23, 2023. For more information on the guidelines of wearing red sale shirt, please see memo MKTG0521-0172.

2. Text Brigade – Text blast brigade via CRM and EC will be sent to the clients.
 “Ramadan Mubarak! Give yourself a wonderful treat with Sophia Jewellery’s 3-Day RAMADAN SALE from April 21-23. Visit the nearest store near you and go get that jewelry you've been eyeing for. Visit us NOW!”

3. 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 RAMADAN SALE ngayon. Makaka avail po kayo ng special discount sa mga items namin. 3 days lang po ito mam/sir kaya take advantage na po. Deserve nyo po regaluhan sarili nyo.” (then offer items)*

5. Social media Ads/Posting – The Marketing team shall schedule FB posting/ads/my story, Viber and Instagram posting as an additional online awareness.

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

a. Debriefing will be done by Ma’am Colleen and Ma’am Mylene on April 24, 2023.

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 D. Espiritu
Marketing Director