

To: Sales Team  
From: Marketing Team  
Re: **Dad’s Collection Items**  
Date: May 31, 2024  
CC: SC, HR, ACCTG, MIS, AUDIT

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Good news! We are excited to introduce our latest Dad's Collection for Father's Month, embodying the essence of our brand's tagline: "Honor Your Story." Each piece is crafted to honor and appreciate the hardships and triumphs of every father’s journey.

Please be guided on the following:

- 1. Selected Stores will have Dad’s Collection: **ZKC, ZSL, IGV, IGC, CLM, DMQ, GKJ** outlets only and **Website**.
- 2. Please see below for Dad’s Collection Allocation per store:

Design	Photo	Store Allocation								Total
		ZKC	ZSL	IGV	IGC	CLM	DMQ	GKJ	Website	
Daddy		1	1	1		1		1	1	6
Papa		1	1	1	1		1		1	6
Dad		1	1		1	1	1	1		6
Total		3	3	2	2	2	2	2	2	18

3. Supply chain will deliver the Dad's Collection on or before June 10, 2024.
4. The "Daddy" design is a centered necklace, and the "Papa" and "Dad" designs are only pendants.
5. Highlights of the display will start on June 1. There will be a separate display made for the Dad's Collection with POS material. Marketing will coordinate the selected stores regarding the display.
6. All new Dad's Collection will follow the same discount scheme with regular items.
7. For VIP clients – Teachers, Government Employees, Senior Citizen, OFW, MIU, and partnered bonus card holder, are entitled to a 35% discount on a cash transaction.
8. Spiels:
  - a. **Text Brigade** – Text blast brigade via CRM and EC will be sent to the clients.

"Surprise your dad with a one-of-a-kind gift of appreciation. Let him unwrap a piece from our Dad's Collection, a heartfelt reminder of strength, love, and support. Hurry! Visit Sophia Jewellery to check out our newest items. See you soon!"

- b. **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 mga bagong Collection na perfect po for investment and pang regalo this Father's Month. Pasok po kayo para makita nyo po mga bagong Dad's collections namin. (then offer items)"*

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

For your information and guidance.

Thank you!



Darlyn D. Espiritu  
Marketing Director