

To : Sales Team
From : Marketing Team
Re : **SJI x Prince Hypermart Royalty Card Partnership**
Date : March 15, 2024
CC : SC, HR, ACCTG, MIS, AUDIT

Greetings!

We are excited to inform you that we collaborated with Prince Hypermart Royalty card to promote awareness and improve transaction of our KAP and SQP branch. With the help of this partnership, we will be able to attract clients, increase foot traffic and build strong relationship with our clients and mall partner.

Please be guided on the following:

A. Mechanics

- 1. Clients can avail 35% discounts on all regular items excluding rematado, consignment, and overaged items starting March 15, 2024, until April 15, 2025
- 2. Clients must present their Royalty card upon payment. Please make sure the validity has been updated and is still valid.



- 3. Discount 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"/>		


- 4. Discount is not convertible to cash.
- 5. Discount is NOT valid in conjunction with other promotions.
- 6. Discount is NOT valid for Hulug-Hulugan Savings payment.
- 7. No additional discounts should be given on top of this.
- 8. For auditing purposes, input code **#PHRP** in the remarks tab.
- 9. Partnership applies to **KAP and SQP** outlets only.

B. Awareness

- 1. **Text Blast spiel** - to KAP and SQP clients.
“Good news Ma’am/Sir xxx! Enjoy additional discounts on any regular items when you purchase from Sophia Jewellery using your Prince Hypermart Royalty Card. Hurry! Visit us now at Sophia Jewellery at (please revise according to store address) and choose the best jewelry piece that you deserve. See you!”
- 2. **Social media** - The Marketing team shall provide a content poster that will be used by KAP and SQP in the store’s Facebook posting and My story.

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

Thank you,


Darlyn D. Espiritu
Marketing Director