

To: Sales Team  
From: Marketing Team  
Re: **Sophia Jewellery in partnership with Chong Hua Alumni Batch '97**  
Date: September 9, 2022  
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

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Greetings!

We are excited to inform you that we had a new partnership with the Zamboanga Chong Hua High School class of 1997 alumni. With the help of this partnership, we will be able to draw in more new clients and increase foot traffic.

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

**WHAT:** Sophia Jewellery with Chong Hua Alumni Partnership

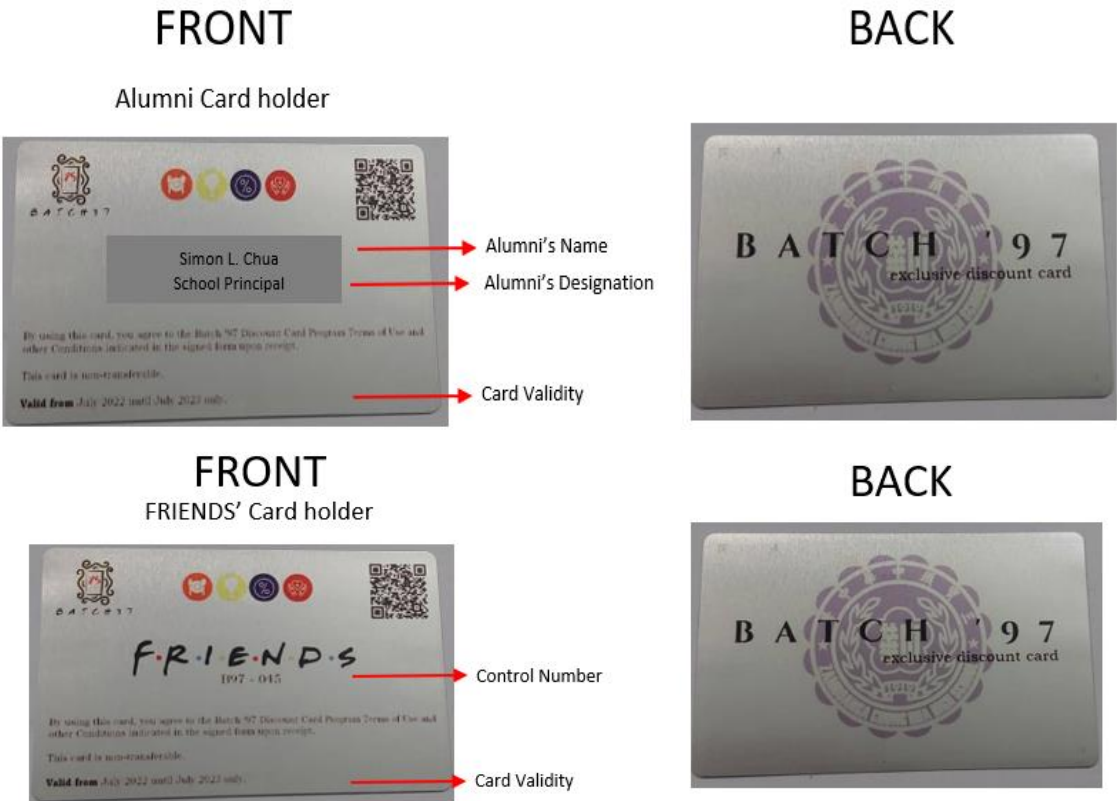
**WHEN:** September 10 – July 31, 2023

**WHERE:** All Sophia Jewellery Zamboanga outlets

**HOW:**

**A. Mechanics**

- 1.1 Promo is exclusive for all the Zamboanga Chong Hua Batch '97 Discount Card holder.
- 1.2 Clients can avail an additional **5%** discount on all regular items except for rematado, consignment & overage.
- 1.3 Discount can avail in conjunction with the ongoing promotion.  
For instance, if a customer uses the Teachers Day Sale discount of 5% and shows the Chonghua discount card, they are eligible for an additional 5% discount.
- 1.4. Client must present the exclusive Batch '97 discount card and a valid I.D. to avail the discount.



- 1.5 Discount is non-convertible to cash.
- 1.6 Promo is open to all Cash, Gcash & Debit Card transaction only.
- 1.7 Sophia Jewellery Inc. reserves the right to refuse discount cards that are tampered, torn, fraud, and in bad condition.
- 1.8 Store EC's will have to input the clients' discount card control number in the system (For FRIENDS card only)
- 1.9 For auditing purposes, EC's must input #22CHP when processing the transaction in the system.

- 1.10 List of Cardholders with corresponding control numbers will be emailed by the Marketing Team for your reference.
- 1.11. Promo will run in all Sophia Jewellery Zamboanga branches from September 10 – July 31, 2023.

**B. Awareness**

**a. Social Media Ads/Posting** - The Marketing team shall provide a content poster that will be used by Zamboanga outlets in the store's facebook posting and My story.

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