

To : Sales Team
From : Marketing Team
Re : **SJI x Wedding Coordinator Partnership**
Date : April 9, 2024
CC : SC, HR, ACCTG, MIS, AUDIT

Good news!

We're excited to announce our successful partnership with various Wedding Coordinators Mindanaowide. This collaboration marks an exciting endeavor that aims to elevate our services and offerings in the realm of weddings and celebrations. Our partners will prioritize recommending our store for their clients' wedding rings. As a result, expect inquiries from clients referred by these coordinators. Please ensure exceptional service is provided to them, as their testimonials will greatly impact us.

Please be guided on the following details:

A. Mechanics:

1. Our official wedding coordinator partners will refer clients to Sophia Jewellery . shall be entitled to incentives
No changes on the regular discount that we are giving to our clients. Pls refer to the table below:

Effectivity Period	March 13, 2024 - March 31, 2025	
Purchased Jewelry item	Pair of Wedding Ring	
Transaction Type	Sale	
	LAP (Hulug Hulugan Savings) DP, FUP&FP	
Qualified Payment Modes	Cash	G-Gives
	Debit Card	G-Paybills
	Credit Card (Straight Payment)	Maya
	G-cash	HC Pay
Disqualified Payment Modes	Credit card (installment)	
Discounting	The following shall apply: a. If no promotion – shall apply the current discount. b. If with promotion – apply the promo discount within the effectivity period. b. If Hulug-hulugan – apply the current term discount scheme c. For cash -refer to the qualified payment modes and credit card (straight) discount scheme.	

2. Referral cards are provided to our official wedding coordinator partners to serve as referral forms. The referral card shall be filled out by our wedding coordinator partners and presented by clients upon purchase or down payment of Hulug-hulugan savings. Please refer to the sample referral card below:



REFERRAL CARD

Clients Name: Mary Ann Gutierrez

Contact No. 0917-1234-567

Social Media Account: Mary Ann Gutierrez (FB)

Note that the referral card has the Sophia Jewellery Inc. Logo and the official wedding coordinator’s logo. The following fields on the referral card shall be filled out:

- Client’s Name
- Contact number
- Client’s Social Media acct name

3. The list of official partners will be shared by the Mktg Team for your reference.

B. In-store Procedures:

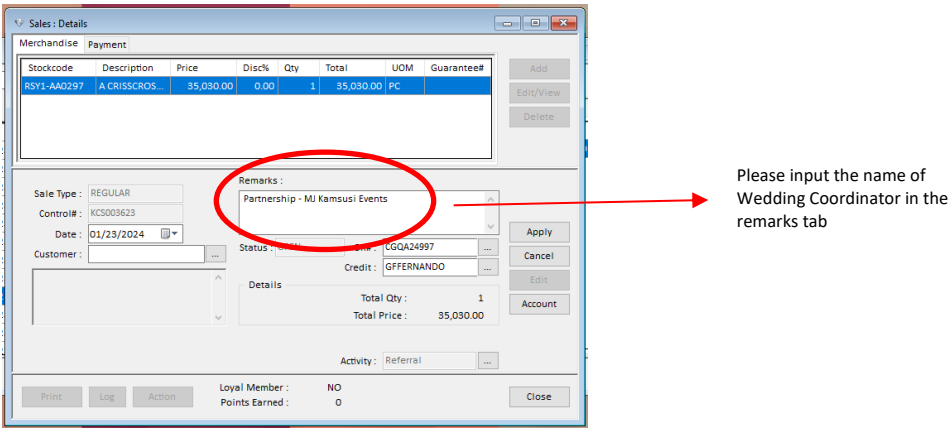
- 1. Upon purchase of wedding rings(pair), the client shall present the referral card to the EC. EC shall make sure the referral card is completely filled out (refer to mechanic # 2)
- 2. After the transaction, EC/SIC shall input the OR numbers in the referral card, for hulug-hulugan transactions the LAP number should also be indicated as shown in the picture below:



- 3. The referral cards shall be sent to the marketing department on a weekly basis. For out-of-town areas, same shall be sent every two weeks. Please ensure to the send the referral cards as this will be our basis of the partners referrals.
- 4. The marketing team will provide a monitoring file that serves as a transmittal monitoring for all in-transit referral cards. The following fields need to be filled up by EC/SIC: Outlet, Partner Name, OR Numbers, LAP number, Status, and Date. Please see sample for reference.

Outlet	Name of Partner	Clients Name	Transaction Date	Purchased Amount (Collection)	LAP number	Status	Date
ZKC	MJ Kamsusi	Juan Dela Cruz	31-Mar-24	10,000		Turn over to Marketing	5-Apr
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5. Please see below the following steps on how to tag transaction in the system.



C. Documentation: For documentation purposes, please share a photo of clients with the items they purchased. These photos should be sent to M'Merce Francisco, cc M'Colleen, and M'Darlyn for record-keeping and reference.

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