

MITSUKOSHI MOTORS PHILIPPINES, INC.		
POLICY AND PROCEDURE		
POLICY TITLE :	MOTORSIKLO PARA SA KABARANGAY	Ref. No.
DEPARTMENT :	OPERATIONS SUPPORT DEPARTMENT	OPS 15-12-005
TO :	BRANCH MANAGER	December 4, 2015

OBJECTIVE

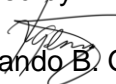
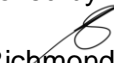
1. To guide the branch in conducting barangay marketing activities to improve product contacts.
2. To provide the branch method in gathering necessary information and data needed in identifying area for barangay marketing.
3. To make the public aware of our company and motorcycle products; and what we have to offer over our competitors.

POLICIES

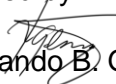

1. Only marketing activity duly approved by Executive Officer shall be carried out by the branch.
2. No budget shall be released without the report on the results of the previous marketing activity of the branch.
4. The results of the marketing campaign shall be reported to the Marketing & Store Development Department (MSD) within three-(3) days after the end of the marketing activity.
5. The diversion of excess approved and released budget for a particular marketing activity is not allowed unless approved by the Executive Officer.

PROCEDURES



1. Branch Manager
 - 1.1. Obtain profile of barangay within the branch territory.
 - 1.1.1. Visit city, municipal or barangay office to obtain economic profile of the area.
 - 1.1.2. Obtain information in the latest National Statistic Office reports.
 - 1.1.3. Conduct actual survey of the area identifying commercial, residential and place where people converge.
 - 1.1.4. Determine the collection experience of the branch and peace and order condition of the area.
 - 1.2. Determine the barangay where the marketing activity will be conducted.
 - 1.3. Identify name of barangay officials who will be contacted in getting permission to conduct the marketing activity.
 - 1.4. Prepare proposal or letter of intent to barangay official for the marketing activity.

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- 1.5. Make an appointment and meet with the barangay officials for the conduct of the barangay marketing activity with the proposal or letter of intent and negotiate for the following;
 - 1.3.1. Place
 - 1.3.1.1. Barangay Hall
 - 1.3.1.2. Barangay Basketball Court
 - 1.3.1.3. Any open and safe space within the barangay
 - 1.3.1.4. Consider security and safety
 - 1.3.2. Date and time, do not schedule the activity during final maneuver;
 - 1.3.3. Any incidental cost; this should not be offered by the branch and let the barangay official be the first to open this up.
 - 1.4. Prepare request for the barangay marketing activity address to the Regional Manager thru Area Manager showing the following;
 - 1.4.1. Target sales to be generated;
 - 1.4.2. Specific place or barangay where the house-to-house selling will be conducted;
 - 1.4.3. Target date and time;
 - 1.4.4. Manpower requirement;
 - 1.4.5. Materials needed;
 - 1.4.6. Marketing activities to be included such as but not limited to the following;
 - 1.4.6.1. House-to-house selling
 - 1.4.6.2. Motorcade
 - 1.4.6.3. Flier distribution
 - 1.4.6.4. Test driving
 - 1.4.6.5. Banners and streamers
 - 1.4.6.6. Free motorcycle tune-up
 - 1.4.7. Budget needed for the marketing activity.
 - 1.5. Forward request via web mail to Area Manager for review and evaluation of the barangay marketing activity for endorsement and approval of Regional Manager.
2. Area Manager
 - 2.1. Receive request via web mail from the Branch Manager for the barangay marketing activity.
 - 2.2. Check request and evaluate data therein and if everything is in order, sign the request and forward to Regional Manager. Whether approved or disapproved communicate decision with requesting branch.
 - 2.3. Forward request via web mail to Regional Manager for endorsement to the MSD Department for approval of the Executive Officer.
 3. Regional Manager
 - 3.1. Receive request via web mail from the Area Manager for the barangay marketing activity.

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- 3.2. Check request and evaluate data therein and if everything is in order, sign the request endorsing it to the MSD Department for approval of the Executive Officer.
- 3.3. Receive scanned approved marketing activity request from the Marketing Coordinator-MSD.
- 3.4. Forward approved request to Area Manager and branch manager via webmail.
2. Area Manager
 - 4.1. Receive approved marketing activity request from Regional Manager.
 - 4.2. Finalize barangay marketing activity with Branch Manager.
3. Branch Manager
 - 5.1. Receive approved barangay marketing activity request from Regional Manager and coordinate with Area Manager.
 - 5.2. Conduct meeting with concerned branch personnel to finalize the barangay marketing activity.
 - 5.3. Withdraw marketing budget in the branch collection supported by authority number or through bank Automatic Teller Machine (ATM) transferred by Treasury Department.

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Sample Proposal Letter

DAAN HARI MOTORS CORPORATION
Dasmariñas Branch

October 18, 2015

MR. IVAN REY G. PARAGAS

Barangay Captain
Barangay F. De Castro, General Mariano Alvarez,
Cavite

RE: Barangay Motorcycle Marketing Activity

Dear Mr. Paragas,

We are submitting this Letter of Intent to request your good office for MOTORCYCLE MARKETING ACTIVITY in Barangay F. De Castro. The proposed event will run from November 4 to 10 2015 which will commemorate the celebration of your barangay's fiesta.

The main objective of our proposal is to offer to your KABARANGAY affordable and durable motorcycles to provide them comfort in their daily travel.



We are willing to personally discuss the aforementioned proposal at your convenient time and we can be reached at:

Mailing Address :
Phone Number :
Email Address :

We certainly look forward in doing this activity to help and improve your KABARANGAY.

Sincerely,

TYRONE G. BACANI
Branch Manager

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