

MITSUKOSHI MOTORS PHILIPPINES, INC.		
POLICY AND PROCEDURE		
POLICY TITLE :	CARAVAN SALES	Ref. No.
DEPARTMENT :	OPERATIONS SUPPORT DEPARTMENT	OPS 15-12-034
TO :	BRANCH MANAGER	December 1, 2015

## OBJECTIVE


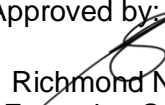
1. To guide the branch in conducting caravan sales to improve product contacts.
2. To provide the branch method in gathering necessary information and data needed in identifying area for caravan sales.
3. To make the public aware of our company and motorcycle products; and what we have to offer over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

## POLICIES


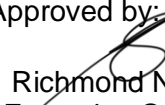
1. Only marketing activity duly approved by Executive Officer shall be carried out by the branch.
2. No budget shall be released without the report on the results of the previous marketing activity of the branch.
4. The results of the Caravan Sales shall be reported to the Marketing & Store Development 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


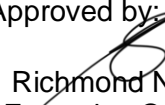
1. Branch Manager
  - 1.1. Conduct prospecting where the caravan sales will be done taking into consideration the following;
    - 1.1.1. Branch collection experience in the area;
    - 1.1.2. Peace and order condition;
    - 1.1.3. Safety of the units and branch personnel; and
    - 1.1.4. Rental cost.
  - 1.2. Determine number of days the caravan will run and negotiate or haggle for the lease amount.
  - 1.3. Plan for the actual caravan and determine the following;
    - 1.3.1. Other marketing activities to be included;

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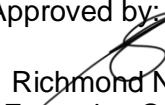
- 1.3.1.1. Motorcade
- 1.3.1.2. Leafleting; house-to-house or door-to-door distribution;
- 1.3.1.3. Free motorcycle tune-up;
- 1.3.1.4. Test driving
- 1.3.1.5. Banners and streamers
- 1.3.2. Other branches who will participate in the caravan;
- 1.3.3. Manpower requirement;
- 1.3.4. Availability of motorcycle units, brand new and repossessed units;
- 1.3.5. Target sales to be generated;
- 1.3.6. Target date and time;
- 1.3.7. Materials needed; and
- 1.3.8. Budget needed for the caravan sales.
- 1.4. Contact other branch managers who will participate and schedule for initial meeting to discuss the caravan sales.
- 1.5. Request for the list of branch personnel who will assist in the marketing activity and list of motorcycle units to be included in the caravan sales.
- 1.6. Prepare request for the caravan sales address to the Area Manager showing the following;
  - 1.6.1. Target sales to be generated;
  - 1.6.2. Specific location where the caravan sales will take place;
  - 1.6.3. Target date and time;
  - 1.6.4. Branches to be included and manpower requirement;
  - 1.6.5. Materials needed;
  - 1.6.6. Other marketing activities to be included in the caravan sales; and
  - 1.6.7. Budget needed for the caravan sales.
- 1.7. Inform all branch personnel who will participate in the caravan that they cannot avail of their scheduled day-off so as not to affect the marketing activity.
- 1.8. Forward request to Area Manager for review and evaluation of the caravan sales.
- 2. Area Manager
  - 2.1. Receive request via web mail from the Branch Manager for the caravan sales.
  - 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.

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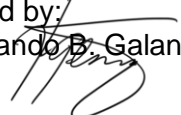
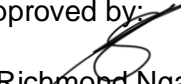
- 2.3. Forward request via web mail to Regional Manager for endorsement to the MSD Department for approval of the Executive Officer.
3. Regional Manager
  - 3.1. Receive request via web mail from the Area Manager for the caravan sales.
  - 3.2. Check request and evaluate data therein and if everything is in order, sign the request endorsing it to the MSD Department for approval of the Executive Officer.
  - 3.3. Receive scanned approved Caravan Sale request from the Marketing Coordinator-MSD.
  - 3.4. Forward approved request to Area Manager and concerned branch managers via webmail.
4. Area Manager
  - 4.1. Receive approved Caravan Sale request from Regional Manager.
  - 4.2. Finalize marketing activity with Lead Branch Manager and other branch managers concerned.
5. Concerned Branches
  - 5.1. Receive approved Caravan Sale request from Regional Manager and coordinate with Area Manager and Lead Branch Manager.
  - 5.2. Finalize the Caravan Sales proceeding with Lead Branch Manager.
  - 5.3. Withdraw marketing budget in the branch collection supported by authority number or through bank Automatic Teller Machine (ATM) transferred by Treasury Department.
6. Lead Branch Manager
  - 6.1. Call for a final meeting for the participating branch managers and discuss the following;
    - 6.1.1. Assignment of specific Marketing Assistant who will record the following;
      - 6.1.1.1. Initial motorcycle units delivered in the venue of caravan sales recording the following;
        - 6.1.1.1.1. Branch
        - 6.1.1.1.2. Model
        - 6.1.1.1.3. Chassis number
        - 6.1.1.1.4. Engine number
        - 6.1.1.1.5. Covering Transmittal Report number
      - 6.1.1.2. Motorcycle inventory movement during the caravan sales;

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- 6.1.1.2.1. Name of customer to whom the unit was sold;
- 6.1.1.2.2. Name of branch who owned the unit;
  - 6.1.1.2.2.1. Delivery Receipt no. and date;
- 6.1.1.2.3. Name of branch who sold the unit;
  - 6.1.1.2.3.1. Receiving Report no. and date;
  - 6.1.1.2.3.2. Delivery Receipt no. and date.
- 6.1.1.3. Ending motorcycle inventory after caravan sales.
- 6.1.1.4. Name and signature of branch personnel who pull-out the motorcycle units in the venue of the caravan sales after the event.
- 6.1.2. Assignment of the following;
  - 6.1.2.1. Branch personnel who will stay in the venue of the caravan sales to safeguard the motorcycle units at night.
  - 6.1.2.2. Branch personnel who will maintain the cleanliness of the motorcycle units included in the caravan sales.
  - 6.1.2.3. Mechanics who will assist in the venue.
- 6.1.3. Preparation of the venue of the caravan sales.
- 6.1.4. Price tagging of the motorcycle units.
- 6.1.5. Accountable forms and other documentation needed during the caravan sales.
  - 6.1.5.1. Accountable Forms
    - 6.1.5.1.1. Official Receipt
    - 6.1.5.1.2. Sales Invoice
    - 6.1.5.1.3. Delivery Receipt
  - 6.1.5.2. Credit Application Form and Credit Investigation Report
  - 6.1.5.3. Sales Kit
- 6.1.6. Dissemination of information of the Caravan Sales to the populace before the actual event.
- 6.1.7. Activities and time lines.
  - 6.1.7.1. Assembly time for motorcade
    - 6.1.7.1.1. Planning the route for the motorcade
  - 6.1.7.2. House-to-house and fliers distribution
  - 6.1.7.3. Assembly time in the venue
  - 6.1.7.4. Sales hours on the caravan sales
  - 6.1.7.5. End of caravan sales

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- 6.1.8. Depository bank and branch personnel who will make the deposit of the cash collections.
7. Marketing Assistant- Motorcycle unit Owned and Sold by the Same branch
- 7.1. Issue Delivery Receipt and Sale Invoice (if brand new).
- 7.2. Issue Official Receipt to document receipt of down payment for the customer.
- 7.3. Conduct regular procedure when releasing motorcycle unit to the customer including but not limited to pre-delivery inspection and customer orientation.
8. Motorcycle Sold Owned by other Branch
- 8.1. Marketing Assistant Who Owned the Motorcycle Unit
- 8.1.1. Issue Delivery Receipt in favor of the branch who has sold the unit to effect inter-branch transfer of the sold motorcycle unit.
- 8.1.2. Receive the Receiving Report from the branch who has sold the unit.
- 8.2. Marketing Assistant Who Sold the Unit
- 8.2.1. Acknowledge the Delivery Receipt covering the inter-branch of the motorcycle unit sold by signing in the "Received by" portion in the receipt.
- 8.2.2. Issue Receiving Report to affect the receipt of the inter-branch transfer of the sold motorcycle unit.
- 8.2.3. Issue Delivery Receipt and Sales Invoice (if brand new).
- 8.2.4. Issue Official Receipt to document receipt of down payment for the customer.
- 8.2.5. Conduct regular procedure when releasing motorcycle unit to the customer including but not limited to pre-delivery inspection and orientation.

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