

KAM

PROPOSAL PROMOTION

NO. : PK023202510645
BRAND : LORENZ
PERIODE : 01-08-2025 s/d 31-08-2025
PIC : Axel
ACTIVITY : Rafraction
TOTAL COSTING : **15.826.740**
STATUS : Open

CLAIMABLE
☒ Yes
☐ No

OBJECTIVE

- 1. Push selling out & selling in toko
- 2. Support promo festive Pandurasa Fair Bali di Grandlucky

MECHANISM

- 1. Naturals Balsamic ED October cut price Rp. 22,360,- from CBP
- 2. Periode promo 1 Agustus 2025 - 31 Agustus 2025
- 3. Berlaku untuk Grandlucky Sanur & Sunset Road
- 4. Crunchips Paprika, Crunchips Salted, Crunchips Barbecue ED October cut price 20k from CBP
- 5. Naturals Paprika ED November support Rp. 8,385,- from CBP
- 6. Naturals Classic & Rosemary ED November support 4k from CBP

COMMENT

No.	Customer Name
1	GRAND LUCKY GROUP

SALES TARGET

No.	Barcode	Product Description	Price	CBP	Last 3 Month	Qty Target	Target
1	4018077720901	LRZ - Crunchips Cheese&Onion 100g # 12 x 100g	35.000	48.500	0	36	1.746.000
2	4017100713903	LRZ - Crunchips Paprika 100g # 12 x 100g	35.000	48.500	0	96	4.656.000
3	4017100712203	LRZ - Crunchips Salted 100g # 12 x 100g	35.000	48.500	0	144	6.984.000
4	4018077669897	LRZ - Crunchips Barbecue 175g # 8 x 175g	35.000	48.500	0	135	6.547.500
5	4018077711893	LRZ - Naturals Rosemary 100g # 12 x 100g	41.500	57.500	0	192	11.040.000
6	4018077712593	LRZ - Naturals Balsamic 100g # 12 x 100g	41.500	57.500	0	204	11.730.000
7	4018077712975	LRZ - Naturals Paprika 100g # 12 x 100g	41.500	57.500	0	180	10.350.000
8	4018077713231	LRZ - Naturals Classic 100g # 12 x 100g	41.500	57.500	0	192	11.040.000
Total					0	1.179	64.093.500

COSTING

No.	Description	Price	CBP	Qty Target	Value	Promo(%)	Costing
1	LRZ - Crunchips Cheese&Onion 100g # 12 x 100g	35.000	48.500	36	20.000	41	720.000
2	LRZ - Crunchips Paprika 100g # 12 x 100g	35.000	48.500	96	20.000	41	1.920.000
3	LRZ - Crunchips Salted 100g # 12 x 100g	35.000	48.500	144	20.000	41	2.880.000
4	LRZ - Crunchips Barbecue 175g # 8 x 175g	35.000	48.500	135	20.000	41	2.700.000
5	LRZ - Naturals Rosemary 100g # 12 x 100g	41.500	57.500	192	4.000	7	768.000
6	LRZ - Naturals Balsamic 100g # 12 x 100g	41.500	57.500	204	22.360	39	4.561.440
7	LRZ - Naturals Paprika 100g # 12 x 100g	41.500	57.500	180	8.385	15	1.509.300
8	LRZ - Naturals Classic 100g # 12 x 100g	41.500	57.500	192	4.000	7	768.000
Total				1.179			15.826.740

TOTAL COSTING : 15.826.740

COST RATIO : 24.69%

No.	Customer Group	Barcode	Item Name	Sales	Target
1	GRAND LUCKY	4018077720901	LRZ - Crunchips Cheese&Onion 100g # 12 x 100g	0	36
2	GRAND LUCKY	4017100713903	LRZ - Crunchips Paprika 100g # 12 x 100g	0	96
3	GRAND LUCKY	4017100712203	LRZ - Crunchips Salted 100g # 12 x 100g	0	144
4	GRAND LUCKY	4018077669897	LRZ - Crunchips Barbecue 175g # 8 x 175g	0	135
5	GRAND LUCKY	4018077711893	LRZ - Naturals Rosemary 100g # 12 x 100g	0	192
6	GRAND LUCKY	4018077712593	LRZ - Naturals Balsamic 100g # 12 x 100g	0	204
7	GRAND LUCKY	4018077712975	LRZ - Naturals Paprika 100g # 12 x 100g	0	180
8	GRAND LUCKY	4018077713231	LRZ - Naturals Classic 100g # 12 x 100g	0	192

Diajukan Oleh:

Disetujui Oleh:

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Axel

Management

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PIC	: Axel	<input checked="" type="radio"/> Yes
ACTIVITY	: Rafraction	<input type="radio"/> No
CLAIM TO	: 100% Principal	
	0% IMS / PK	
TOTAL COSTING	: Rp 15.826.740	
PRINCIPAL (100%)	: Rp 15.826.740	
% IMS (0 %)	: Rp 0	
TOTAL BUDGET	: Rp 261.225.000 (100%)	
TOTAL BALANCE	: Rp -.240.234.606	
TOTAL BUDGET RAFACTION	: Rp 841.725.000 (43%)	
TOTAL BALANCE RAFACTION	: Rp 324.291.489 (61.47 %)	
STATUS	: Open	

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