



Symphony Back Margin Modality Execution Brief

15th June'2021

Symphony Back Margin Modality _ Execution Brief



Campaign Objectives:

- Boost up Symphony sales specially in higher segment smart phone.
- Ensure retail profitability and upturn owners' motivation.
- Increase Symphony brand visibility in retail for maximum sales output.

Ultimate objectives is to increase symphony market share and achieve target in 2021.

Symphony Back Margin Modality _ Execution Brief



Campaign Duration: 1st June – 31st July

Bar phone back margin modality:

Retail will get 1% back margin in each Bar phone lifting value as ongoing practice.

Smart phone back margin modality:

- EO, SIS & GO will get specific model wise incentive as per given communication in mail/trade letter.
- EO retail will get category wise incentive up to given target. In case of 100% over achievement QTY, incentive will be calculated as per SIS category.
- SIS & GO will get model wise incentive as per each pcs lifting. No target will communicate for SIS & GO. No achievement bar will impose for SIS & GO.

Symphony Back Margin Modality _ Execution Brief



Retail category wise model wise incentive

Model	EO	SIS	GO
Z30Pro (4Gb+64GB)	700	600	300
Z30 (3GB+32GB)	600	500	300
Z35 (4GB+64GB)	400	300	200
Z35 (3GB+32GB)	350	250	200
Z40 (3GB+32GB)	300	200	200
Z18 (2GB+32GB)	200	100	100
Z32 (3GB+32GB)	150	100	100
ATOM (2GB+32GB)	200	100	40
ATOM_II (2GB+32GB)	150	50	50
i67	50		

Symphony Back Margin Modality _ Execution Brief

Note:

- Retail incentive will be calculated as per ERMS lifting data.
- Retail wise incentive will be disburse via MFS/Dealer account as ongoing practice.
- Previous back margin modality will be discontinued from May'21 and no incentive will be given for other model beyond the above table.
- Dealer & retail have to preserve invoice/sales documentation at least 2/3 months for audit purpose.
- If case of any audit issue finding, respective retails' back margin will be held up. After evaluating the disputes, necessary decision will be declared.
- Symphony can update, modify or close the modality any time as per business requirement.

Symphony Back Margin Modality _ Execution Brief



Monitoring Process

Area	Responsible	Timeline
Month wise model wise sales forecast sharing	Field Sales Team	15 th June
Sales forecast review, stock allocation, distribution	Sales & Marketing, Commercial	16 th June
EO Target sharing to retail	Sales & Marketing	16 th June
Product distribution & availability	Sales & Marketing	Continuous
Retail sales analysis & way foreword	Sales & Marketing	Continuous
Achievement report sharing to channel sales	Sales & Marketing	3 times in a week.
Achievement report sharing to retail	Field Sales Team, IT	Continuous
Visit & follow up	Sales & Marketing	Continuous

Back Margin disbursement Process

Area	In control	Timeline
MFS (Bkash, Rocket readiness)	Finance, Accounts, Commercial	Month – 5 working days.
Prepare back margin calculation	Sales & Marketing	Month +5 working Days
Calculation validation & approval	Finance, Accounts, Commercial	Month + 8 working days
Back margin distribution to retail via MFS/Dealer account	Finance, Accounts, Commercial	Month + 15 working Days

Dealer Responsibility

- Ensure proper campaign briefing to all dealer manager & DSRs.
- Ensure availability of all running models in Dealer inventory.
- Split monthly campaign sales forecast/target as per frequency of each POS under one DSR.
- Visit eligible POS, brief campaign modality and motivate retail owners to lift products.
- Place requisition accordingly market demand on regular basis. There should not be any product shortage in Dealer House as well as Retail point.
- Ensure availability of Symphony running models during this campaign period at all POS under Dealer.
- All dealers need to ensure ERMS system activation within 1 working days.

AM/ZSO Responsibility



- Ensure proper campaign briefing to all DSRs and their logistics supports through Dealer.
- Ensure required product availability as per daily target for respective Dealer.
- Visit selected eligible POS, brief campaign modality and motivate retail owners to lift product.
- AM/ZSM must ensure proper splitting of sales forecast/target as per DSR/Route.
- Assist Dealer in splitting sales forecast as per POS and frequency. All DSR must be aware of his monthly POS specific sales forecast/target.
- Follow up daily POS/Route specific forecast or target vs. achievement with each DSR and provide necessary guidance to ensure right sales push where achievement is shortfall.
- Review ERMS Invoice and IMEI entry by dealer manager and ensures accuracy by sample checking.
- Follow-up each responsibilities of Dealer, Dealer manager, DSR as mentioned here on continuous basis.

DSR Responsibility

- Receives sales forecast/target (monthly and daily) from Dealer/ZSO/AM and understand clearly.
- Greet retailers very nicely on behalf of symphony.
- Share category specific trade letter to respective retail owner.
- Brief retailers about Campaign Modality, Incentive policy very precisely through the trade letter.
- Communicates the required lifting quantity to dealer manager of the retailer for the day/week/month.
- Handover the products as per sales forecast/ target to Retailer, collect cash and gives him the Dealer invoice.
- Make sure all campaign models' stock refill as per forecast in EO, SIS & GO category.



Thank You