Sekilas FFI	Product Knowledge	Channel	P2P	Picos	Notes
4.1 Distribution	4.2 Shelfing 4.3 POSM 4.4 Pricing	4.5 Promotion	4.6 Key Business D	Priver (Alokasi A	A&P & DRD)

4.1 Distribution

MODERN TRADE

CHANNEL	SPECIALIZED NUTRITION	PREPARED BEVERAGES	RTD	TOTAL MHS
Hyper	22 MHS	17 MHS	21 MHS	60 MHS
SPM Large	17 MHS	17 MHS	21 MHS	55 MHS
SPM Small	17 MHS	16 MHS	18 MHS	51 MHS
MM Large	21 MHS	13 MHS	15 MHS	49 MHS
MM Small	14 MHS	12 MHS	10 MHS	36 MHS
MM CVS	0 MHS	7 MHS	9 MHS	16 MHS
WHS Modern	16 MHS	17 MHS	20 MHS	53 MHS







MODERN TRADE

CHANNEL	SPECIALIZED NUTRITION	PREPARED BEVERAGES	RTD	TOTAL MHS
Hyper	22 MHS	17 MHS	21 MHS	60 MHS
SPM Large	17 MHS	17 MHS	21 MHS	55 MHS
SPM Small	17 MHS	16 MHS	18 MHS	51 MHS
MM Large	21 MHS	13 MHS	15 MHS	49 MHS
MM Small	14 MHS	12 MHS	10 MHS	36 MHS
MM CVS	0 MHS	7 MHS	9 MHS	16 MHS
WHS Modern	16 MHS	17 MHS	20 MHS	53 MHS

Channel P2P Sekilas FFI Product Knowledge Picos Notes

4.1 Distribution 4.2 Shelfing 4.3 POSM 4.4 Pricing 4.5 Promotion 4.6 Key Business Driver (Alokasi A&P & DRD)

Kategori	Sub Kategori	SKU	Ukuran	Hyper	SPM Large	SPM Small	MM Large	MM Small	MM CVS	WHS Modern
				22 MHS	17 MHS	17 MHS	21 MHS	I4 MHS	0 MHS	I6 MHS
	IFT Preglac	FF MAMA 200g	200 gr							
	IFT Starter	Frisian Baby Awal	200 gr							
		Frisian Baby Awal	400 gr							
		Frisian Baby Awal	800 gr	☆	\Rightarrow	⇔	숯			☆
	IFT Follow On	Frisian Baby Langkah	200 gr							
		Frisian Baby Langkah	400 gr	슼	숣	숣	숧			\Rightarrow
		Frisian Baby Langkah	800 gr							
	GUM Jr	FF Jelajah Vani l la	400 gr	숲	숣	☆	숲			A
		FF Jelajah Vani l la	800 gr							
		FF Jelajah Vani l la	1200 gr	☆						
<u>~</u>		FF Jelajah Honey 200	200 gr							
		FF Jelajah Honey 400	400 gr				\Rightarrow			
SPECIALIZED		FF Jelajah Honey 800	800 gr	(文) (全)						
NUTRITION		FF Jelajah Honey 1200	1200 gr							
		FF Jelajah Choco 400	400 gr							
		FF Jelajah Choco 800	800 gr	☆	숯	숯	숣	☆		숯
	GUM Sr	FF Karya Vani ll a 400	400 gr							
		FF Karya Vani ll a 800	800 gr							
		FF Karya Vani ll a 1200	1200 gr							
		FF Karya Honey 200	200 gr							
		FF Karya Honey 400	400 gr							
		FF Karya Honey 800	800 gr	숯	☆		숲			숙
		FF Karya Honey 1200	1200 gr							
		FF Karya Choco 400	400 gr				\$			\$
		FF Karya Choco 800	800 gr							
		FF Karya Choco 1200	1200 gr	숲						





Channel P2P Sekilas FFI Product Knowledge Picos Notes 4.1 Distribution 4.2 Shelfing 4.3 POSM 4.4 Pricing 4.5 Promotion 4.6 Key Business Driver (Alokasi A&P & DRD)

Kategori	Sub Kategori	SKU	Ukuran	Hyper	SPM Large	SPM Small	MM Large	MM Small	MM CVS	WHS Modern
				17 MHS	17 MHS	16 MHS	13 MHS	12 MHS	7 MHS	17 MHS
	Powder	FF Mainstream Full Cream 200	200 gr							
		FF Mainstream Full Cream 400	400 gr	*	*	☆	**			
		FF Mainstream Full Cream 800	800 gr							
		FF Mainstream Instant 200	200 gr							
		FF Mainstream Instant 400	400 gr							
		FF Mainstream Instant 800	800 gr	*	**					*
		FF Mainstream Honey 400	400 gr							
		FF Mainstream Honey 800	800 gr	**	☆	☆				☆
		FF Mainstream Chococo 200	200 gr							
43		FF Mainstream Chococo 400	400 gr	*	*		<u>☆</u>	☆	食	★
PREPARED		FF Mainstream Chococo 800	800 gr							
BEVERAGES		FF Mainstream Energo 400	400 gr							
		FF Mainstream Energo 800	800 gr							
	SCM	SCM CAN GOLD	385 gr	*	*	*	*	★	*	
		BKM Can Plain	385 gr							
		SCM Can Choco	385 gr	*	*	*	*	\Rightarrow		*
		Omela Can	385 gr							
		SCM Sachet Gold	40 gr	*	*		*			*
		BKM Sachet	40 gr					\Rightarrow		
		SCM Sachet Choco	40 gr		*		*		*	*
		SCM Pouch Gold	220 gr			\Rightarrow				
		SCM Pouch Choco	220 gr			*	★	*		





Product Knowledge Channel P2P Sekilas FFI Picos Notes

4.1 Distribution 4.2 Shelfing 4.3 POSM 4.4 Pricing 4.5 Promotion 4.6 Key Business Driver (Alokasi A&P & DRD)

Kategori	Sub Kategori	SKU	Ukuran	Hyper	SPM Large	SPM Small	MM Large	MM Small	MM CVS	WHS Modern
				21 MHS	21 MHS	18 MHS	15 MHS	10 MHS	9 MHS	20 MHS
	Powder	Bottle FF Choco 190 ml	190 ml							
	TOWACI	Bottle FF Choco 190 ml MP	190 ml							
		Bottle FF Straw 190 ml	190 ml							
		Bottle FF Straw 190 ml MP	190 ml							
		Bottle FF Cho 800 ml	800 ml	\$	→					~
		Bottle FF Plain 800 ml	800 ml	会						
		CP FF Cho 115 ml Reg	115 ml		~					
		CP FF Cho 115 ml Reg MP	115 ml		<u></u>			**		**
		CP FF Cho 115 ml Kid	115 ml							
		CP FF Cho 115 ml Kid MP	115 ml		M	- 1	M			
		CP FF Straw 115 ml Reg	115 ml			*				
		CP FF Straw 115 ml Reg MP	115 ml		<u> </u>	- 1	M	34		
		CP FF Straw 115 ml Kid	115 ml							
		CP FF Straw 115 ml Kid MP	115 ml			0.000				
		CP FF Cho 190 ml Reg	190 ml							N.
		CP FF Cho 190 ml Reg MP	190 ml		- 1		34			
		CP FF Cho 190 ml School	190 ml							
		CP FF Cho 190 ml School MP	190 ml							
		CP FF Straw 190 ml Reg	190 ml							
		CP FF Straw 190 ml Reg MP	190 ml		W.		M	- 1		
		CP FF Straw 190 ml School	190 ml							~
READY		CP FF Straw 190 ml School MP	190 ml							
TO DRINK		CP FF Cho 250 ml Reg	250 ml		△	△				<u> </u>
TO DIVINK		CP FF Cho 250 ml LF	250 ml							
		CP FF Straw 250 ml Reg	250 ml						- N	
		CP FF Straw 250 ml LF	250 ml							N.
		CP FF Plain 250 ml Reg	250 ml							△
		CP FF Plain 250 ml LF	250 ml							
		CP FF Cho 1000 ml Fam	1000 ml			<u> </u>	<u></u> ✓	<u></u>		
		CP FF FC 1000 ml	1000 ml							
		CP FF Plain 1000 ml LF	1000 ml			N	7			
	LAD	Pillow Yes! Milky Cho 90 ml	90 ml							
	LAD	·	90 ml							
		Pillow Yes! Milky Straw 90 ml Yes Mut -mut Choco 18 gr	18 gr							\triangle
		Yes Mut -mut Choco 18 gr	_							
		Yes Mut -mut Vanilla 18 gr	18 gr							3
		- Control of the cont	18 gr			△				
		Pillow Yes! Straw 80 ml Pillow Yes! Grape 80 ml	80 ml							
		·								
		Pillow Yes! Tutti Fruity 80 ml	80 ml 90 ml							
		Yes! Bottle Apel 90 ml								
		Yes! Bottle Tutti Fruity 90ml	90 ml							
		Yes! Bottle Grape 90 ml								
		Yes! Bottle Orange 90 ml	90 ml							
	4	Yes! Bottle Straw 90 ml	90 ml							

GENERAL TRADE

CHANNEL	SPECIALIZED NUTRITION	PREPARED BEVERAGES	RTD	TOTAL MHS
Whs Traditional	4 MHS	6 MHS	4 MHS	14 MHS
Grocery Large	4 MHS	6 MHS	6 MHS	16 MHS
Grocery Small	0 MHS	3 MHS	4 MHS	7 MHS
Milk Store	14 MHS	0 MHS	0 MHS	14 MHS





Product Knowledge Channel P2P Sekilas FFI Picos Notes

4.1 Distribution 4.2 Shelfing 4.3 POSM 4.4 Pricing 4.5 Promotion 4.6 Key Business Driver (Alokasi A&P & DRD)

Kategori	Sub Kategori	SKU	Ukuran	Whs Traditional	Grocery Large	Grocery Small	Milkstore
				4 MHS	4 MHS	0 MHS	I4 MHS
	IFT Preglac	FF MAMA 200g	200 gr				
	IFT Starter	Frisian Baby Awal	200 gr				
		Frisian Baby Awal	400 gr				
	IFT Follow On	Frisian Baby Awal	800 gr				
		Frisian Baby Langkah	200 gr				
		Frisian Baby Langkah	400 gr				
		Frisian Baby Langkah	800 gr				수 수 수
	GUM Jr	FF Jelajah Vanilla 400	400 gr		슟		
		FF Jelajah Vanilla 800	800 gr				
		FF Jelajah Vanilla 1200	1200 gr				
		FF Jelajah Honey 200	200 gr				
		FF Jelajah Honey 400	400 gr				
		FF Jelajah Honey 800	800 gr				
		FF Jelajah Honey 1200	1200 gr				
SPECIALIZED		FF Jelajah Choco 400	400 gr				
NUTRITION		FF Jelajah Choco 800	800 gr				
	GUM Sr	FF Karya Vani ll a 400	400 gr				
		FF Karya Vani ll a 800	800 gr				
		FF Karya Vani ll a 1200	1200 gr				
		FF Karya Honey 200	200 gr				
		FF Karya Honey 400	400 gr		\Rightarrow		
		FF Karya Honey 800	800 gr				
		FF Karya Honey 1200	1200 gr				
		FF Karya Choco 400	400 gr				
		FF Karya Choco 800	800 gr				
		FF Karya Choco 1200	1200 gr				





Channel P2P Sekilas FFI Product Knowledge Picos Notes 4.1 Distribution 4.2 Shelfing 4.3 POSM 4.4 Pricing 4.5 Promotion 4.6 Key Business Driver (Alokasi A&P & DRD)

Kategori	Sub Kategori	SKU	Ukuran	Whs Traditional	Grocery Large	Grocery Small	Milkstore
				6 MHS	6 MHS	3 MHS	0 MHS
	Powder	FF Mainstream Full Cream 200	200 gr				
		FF Mainstream Full Cream 400	400 gr				
		FF Mainstream Full Cream 800	800 gr				
		FF Mainstream Instant 200	200 gr				
		FF Mainstream Instant 400	400 gr				
		FF Mainstream Instant 800	800 gr				
		FF Mainstream Honey 400	400 gr				
		FF Mainstream Honey 800	800 gr				
ر (33)		FF Mainstream Chococo 200	200 gr				
		FF Mainstream Chococo 400	400 gr				
		FF Mainstream Chococo 800	800 gr				
PREPARED		FF Mainstream Energo 400	400 gr				
BEVERAGES		FF Mainstream Energo 800	800 gr				
	SCM	SCM CAN GOLD	385 gr	☆	☆		
		BKM Can Plain	385 gr				
		SCM Can Choco	385 gr		*		
		Omela Can	385 gr				
		SCM Sachet Gold	40 gr				
		BKM Sachet	40 gr				
		SCM Sachet Choco	40 gr		*	☆	
		SCM Pouch Gold	220 gr				
		SCM Pouch Choco	220 gr				





Channel P2P Sekilas FFI Product Knowledge Picos Notes

4.1 Distribution 4.2 Shelfing 4.3 POSM 4.4 Pricing 4.5 Promotion 4.6 Key Business Driver (Alokasi A&P & DRD)

Kategori	Sub Kategori	SKU	Ukuran	Whs Traditional	Grocery Large	Grocery Small	Milkstore
				4 MHS	6 MHS	4 MHS	0 MHS
	Real Milk	Bottle FF Choco 190 ml	190 ml				
		Bottle FF Choco 190 ml MP	190 ml	A-	Α.		
		Bottle FF Straw 190 ml	190 ml				
		Bottle FF Straw 190 ml MP	190 ml	1981	(32)	(35)	
		Bottle FF Cho 800 ml	800 ml				
		Bottle FF Plain 800 ml	800 ml	A-	Α-	A.	
		CP FF Cho I I 5 ml Reg	115 ml				
		CP FF Cho 115 ml Reg MP	115 ml	La La La	15/15-11	12/11/11	
		CP FF Cho 115 ml Kid	115 ml				
		CP FF Cho 115 ml Kid MP	115 ml				
		CP FF Straw 115 ml Reg	115 ml				
		CP FF Straw 115 ml Reg MP	115 ml	13301	(33)	(32)	
		CP FF Straw 115 ml Kid	115 ml				
		CP FF Straw 115 ml Kid MP	115 ml				
		CP FF Cho 190 ml Reg	190 ml				
		CP FF Cho 190 ml Reg MP	190 ml		(00)		
		CP FF Cho 190 ml School	190 ml				
		CP FF Cho 190 ml School MP	190 ml				
		CP FF Straw 190 ml Reg	190 ml				
		CP FF Straw 190 ml Reg MP	190 ml		1,0101		
		CP FF Straw 190 ml School	190 ml				
READY		CP FF Straw 190 ml School MP	190 ml				
TO DRINK		CP FF Cho 250 ml Reg	250 ml				
		CP FF Cho 250 ml LF	250 ml				
		CP FF Straw 250 ml Reg	250 ml				
		CP FF Straw 250 ml LF	250 ml				
		CP FF Plain 250 ml Reg	250 ml				
		CP FF Plain 250 ml LF	250 ml				
		CP FF Cho 1000 ml Fam	1000 ml				
		CP FF FC 1000 ml	1000 ml				
		CP FF Plain 1000 ml LF	1000 ml				
	LAD	Pillow Yes! Milky Cho 90 ml	90 ml				
		Pillow Yes! Milky Straw 90 ml	90 ml				
		Yes Mut -mut Choco 18 gr	18 gr				
		Yes Mut -mut Strawberry 18 gr	18 gr				
		Yes Mut -mut Vanilla 18 gr	18 gr				
		Pillow Yes! Straw 80 ml	80 ml				
		Pillow Yes! Grape 80 ml	80 ml				
		Pillow Yes! Tutti Fruity 80 ml	80 ml				
		Yes! Bottle Apel 90 ml	90 ml				
		Yes! Bottle Tutti Fruity 90ml	90 ml				
		Yes! Bottle Grape 90 ml	90 ml				
		Yes! Bottle Orange 90 ml	90 ml				
		Yes! Bottle Straw 90 ml	90 ml				
			7 5 1111				

OUT OF HOME

CHANNEL	SPECIALIZED NUTRITION	PREPARED BEVERAGES	RTD	TOTAL MHS
Catering Institusi	0 MHS	4 MHS	12 MHS	16 MHS
Industry	0 MHS	8 MHS	II MHS	19 MHS
Food Supplier	0 MHS	II MHS	15 MHS	26 MHS
Hawker	0 MHS	7 MHS	II MHS	18 MHS
Restaurant	0 MHS	7 MHS	II MHS	18 MHS
Catering Food Service	0 MHS	4 MHS	14 MHS	18 MHS
Bakery Pastry	0 MHS	6 MHS	15 MHS	21 MHS
Café	0 MHS	4 MHS	5 MHS	9 MHS
Hotel	0 MHS	6 MHS	5 MHS	II MHS
Kantin	0 MHS	7 MHS	19 MHS	26 MHS





Kategori	Sub Kategori	SKU	Ukuran	Whs Traditional	Grocery Large	Grocery Small	Milkstore
				6 MHS	6 MHS	3 MHS	0 MHS
	Powder	FF Mainstream Full Cream 200	200 gr				
		FF Mainstream Full Cream 400	400 gr				
		FF Mainstream Full Cream 800	800 gr				
		FF Mainstream Instant 200	200 gr				
		FF Mainstream Instant 400	400 gr				
		FF Mainstream Instant 800	800 gr				
		FF Mainstream Honey 400	400 gr				
رناع		FF Mainstream Honey 800	800 gr				
43		FF Mainstream Chococo 200	200 gr				
PREPARED		FF Mainstream Chococo 400	400 gr				
BEVERAGES		FF Mainstream Chococo 800	800 gr				
		FF Mainstream Energo 400	400 gr				
		FF Mainstream Energo 800	800 gr				
	SCM	SCM CAN GOLD	385 gr	☆			
		BKM Can Plain	385 gr				
		SCM Can Choco	385 gr	☆ ☆ ☆	☆		
		Omela Can	385 gr				
		SCM Sachet Gold	40 gr				
		BKM Sachet	40 gr				
		SCM Sachet Choco	40 gr	☆	🚖	☆	
		SCM Pouch Gold	220 gr				
		SCM Pouch Choco	220 gr				





Channel P2P Sekilas FFI Product Knowledge Picos Notes

4.1 Distribution 4.2 Shelfing 4.3 POSM 4.4 Pricing 4.5 Promotion 4.6 Key Business Driver (Alokasi A&P & DRD)

Kategori	Sub Kategori	SKU	Ukuran	Catering Institusi	Industry	Food Supplier	Hawker	Restaurant	Catering Food Service	Bakery Pastry	Cafe	Hotel	Kantin
	Real Milk	Bottle FF Choco 190 ml	190 ml										
	Real Fills	Bottle FF Choco 190 ml MP	190 ml							5-2			180
		Bottle FF Straw 190 ml	190 ml										
		Bottle FF Straw 190 ml MP	190 ml										
		Bottle FF Cho 800 ml	800 ml		A				<u> </u>				
		Bottle FF Plain 800 ml	800 ml								<u></u>		
		CP FF Cho 115 ml Reg	115 ml										
		CP FF Cho I I5 ml Reg MP	115 ml										
		CP FF Cho 115 ml Kid	115 ml										
		CP FF Cho 115 ml Kid MP	115 ml										
		CP FF Straw 115 ml Reg	115 ml										
		CP FF Straw 115 ml Reg MP	115 ml						- 74				
		CP FF Straw 115 ml Kid	115 ml										
		CP FF Straw 115 ml Kid MP	115 ml										
		CP FF Cho I 90 ml Reg	190 ml										
		CP FF Cho I 90 ml Reg MP	190 ml										
		CP FF Cho 190 ml School	190 ml										
		CP FF Cho 190 ml School MP	190 ml										
		CP FF Straw 190 ml Reg	190 ml										
		CP FF Straw 190 ml Reg MP	190 ml	-		1000							
		CP FF Straw 190 ml School	190 ml										
		CP FF Straw 190 ml School MP	190 ml										
		CP FF Cho 250 ml Reg	250 ml										
READY		CP FF Cho 250 ml LF	250 ml		1.575.1	-	1.00	100					
TO DRINK		CP FF Straw 250 ml Reg	250 ml	- Ş						É			
TO DIVINI		CP FF Straw 250 ml LF	250 ml		Sec. (9231	9231					1000
		CP FF Plain 250 ml Reg	250 ml						- F	- P			
		CP FF Plain 250 ml LF	250 ml	**	US9811		10.000	0.550	₩	**			10.000
		CP FF Cho 1000 ml Fam	1000 ml	-2-11					10.72				
		CP FF FC 1000 ml	1000 ml					*					
		CP FF Plain 1000 ml LF	1000 ml		12.0.4		5-2-5						
	LAD	Pillow Yes! Milky Cho 90 ml	90 ml										
		Pillow Yes! Milky Straw 90 ml	90 ml										
		Yes Mut -mut Choco 18 gr	18 gr										
		Yes Mut -mut Strawberry 18 gr	18 gr										
		Yes Mut -mut Vanilla 18 gr	18 gr										
		Pillow Yes! Straw 80 ml	80 ml										
		Pillow Yes! Grape 80 ml	80 ml										
		Pillow Yes! Tutti Fruity 80 ml	80 ml										
		Yes! Bottle Apel 90 ml	90 ml										
		Yes! Bottle Tutti Fruity 90ml	90 ml										♦ /
		Yes! Bottle Grape 90 ml	90 ml										
		Yes! Bottle Orange 90 ml	90 ml										3
		Yes! Bottle Straw 90 ml	90 ml										





MEDICAL

MHS - Must Have SKU Prioritas

CHANNEL	SPECIALIZED NUTRITION	PREPARED BEVERAGES	RTD	TOTAL MHS		
Apotek Modern	7 MHS	I MHS	II MHS	19 MHS		
Apotek Reguler	12 MHS	0 MHS	9 MHS	21 MHS		
Toko Obat	9 MHS	0 MHS	8 MHS	17 MHS		
Nutrition RS	4 MHS	0 MHS	7 MHS	II MHS		
Trade RS	I MHS	0 MHS	14 MHS	15 MHS		
Dinas Kesehatan	5 MHS	3 MHS	0 MHS	8 MHS		
Puskesmas	4 MHS	0 MHS	8 MHS	12 MHS		
Klinik Bersalin	5 MHS	0 MHS	6 MHS	I I MHS		
Bidan	5 MHS	0 MHS	8 MHS	13 MHS		
Dokter	6 MHS	0 MHS	6 MHS	12 MHS		



Klinik Bersalin Trade RS Sub Kategori Puskesmas 12 MHS 9 MHS 4 MHS I MHS 5 MHS 4 MHS 5 MHS IFT Preglac FF MAMA 200g 200 gr T **IFT Starter** Frisian Baby Awal 200 gr **T** Frisian Baby Awal 400 gr Frisian Baby Awal 800 gr IFT Follow On Frisian Baby Langkah 200 gr T Frisian Baby Langkah 400 gr Frisian Baby Langkah 800 gr GUM Jr FF Jelajah Vanilla 400 gr **†** FF Jelajah Vanilla 800 gr FF Jelajah Vanilla 1200 gr FF Jelajah Honey 200 200 gr FF Jelajah Honey 400 400 gr FF Jelajah Honey 800 800 gr **SPECIALIZED** FF Jelajah Honey 1200 1200 gr NUTRITION FF Jelajah Choco 400 400 gr FF Jelajah Choco 800 800 gr **GUM Sr** 400 gr FF Karya Vanilla 400 FF Karya Vanilla 800 800 gr FF Karya Vanilla 1200 1200 gr FF Karya Honey 200 200 gr FF Karya Honey 400 400 gr FF Karya Honey 800 800 gr FF Karya Honey 1200 1200 gr FF Karya Choco 400 400 gr FF Karya Choco 800 800 gr FF Karya Choco 1200 1200 gr





Channel P2P Sekilas FFI Product Knowledge Picos Notes 4.1 Distribution 4.2 Shelfing 4.3 POSM 4.4 Pricing 4.5 Promotion 4.6 Key Business Driver (Alokasi A&P & DRD)

Kategori	Sub Kategori	SKU	Ukuran	Apotek Modern	Apotek Reguler	Toko Obat	Nutrition RS	Trade RS	Dinas Kesehatan	Puskesmas	Klinik Bersalin	Bidan	Dokter
				I MHS	0 MHS	0 MHS	0 MHS	0 MHS	3 MHS	0 MHS	0 MHS	0 MHS	0 MHS
	Powder	FF Mainstream Full Cream 200	200 gr										
		FF Mainstream Full Cream 400	400 gr	**					*				
		FF Mainstream Full Cream 800	800 gr										
		FF Mainstream Instant 200	200 gr										
		FF Mainstream Instant 400	400 gr										
		FF Mainstream Instant 800	800 gr						*				
		FF Mainstream Honey 400	400 gr										
		FF Mainstream Honey 800	800 gr										
		FF Mainstream Chococo 200	200 gr										
		FF Mainstream Chococo 400	400 gr						*				
		FF Mainstream Chococo 800	800 gr										
PREPARED BEVERAGES		FF Mainstream Energo 400	400 gr										
DEVENAGES		FF Mainstream Energo 800	800 gr										
	SCM	SCM CAN GOLD	385 gr										
		BKM Can Plain	385 gr										
		SCM Can Choco	385 gr										
		Omela Can	385 gr										
		SCM Sachet Gold	40 gr										
		BKM Sachet	40 gr										
		SCM Sachet Choco	40 gr										
		SCM Pouch Gold	220 gr										
		SCM Pouch Choco	220 gr										





Product Knowledge Channel P2P Sekilas FFI Picos Notes

4.1 Distribution 4.2 Shelfing 4.3 POSM 4.4 Pricing 4.5 Promotion 4.6 Key Business Driver (Alokasi A&P & DRD)

Kategori	Sub Kategori	SKU	Ukuran	Apotek Modern	Apotek Reguler	Toko Obat	Nutrition RS	Trade RS	Dinas Kesehatan	Puskesmas	Klinik Bersalin	Bidan	Dokter
				I I MHS	9 MHS	8 MHS	7 MHS	14 MHS	0 MHS	8 MHS	6 MHS	8 MHS	6 MHS
	Real Milk	Bottle FF Choco 190 ml	190 ml										
		Bottle FF Choco 190 ml MP	190 ml	^							4	A-1	
		Bottle FF Straw 190 ml	190 ml										
		Bottle FF Straw 190 ml MP	190 ml										
		Bottle FF Cho 800 ml	800 ml										
		Bottle FF Plain 800 ml	800 ml										
		CP FF Cho 115 ml Reg	II5 ml										
		CP FF Cho 115 ml Reg MP	115 ml		# 2 Tal	1000							1000
		CP FF Cho 115 ml Kid	115 ml										
		CP FF Cho 115 ml Kid MP	II5 ml										
		CP FF Straw 115 ml Reg	II5 ml										
		CP FF Straw 115 ml Reg MP	115 ml										
		CP FF Straw 115 ml Kid	II5 ml										
		CP FF Straw 115 ml Kid MP	115 ml	0.85									
		CP FF Cho 190 ml Reg	190 ml										
		CP FF Cho 190 ml Reg MP	190 ml	.000	. 575.1	1,000,1	1000001	1,000,1		1,000	1,000	1.000	
		CP FF Cho 190 ml School	190 ml										
		CP FF Cho 190 ml School MP	190 ml										
		CP FF Straw 190 ml Reg	190 ml										
		CP FF Straw 190 ml Reg MP	190 ml	100	100	100	200 H						
		CP FF Straw 190 ml School	190 ml										
		CP FF Straw 190 ml School MP	190 ml										
		CP FF Cho 250 ml Reg	250 ml										
READY		CP FF Cho 250 ml LF	250 ml										
TO DRINK		CP FF Straw 250 ml Reg	250 ml										
		CP FF Straw 250 ml LF	250 ml					200		200			
		CP FF Plain 250 ml Reg	250 ml										
		CP FF Plain 250 ml LF	250 ml					Page 1					
		CP FF Cho 1000 ml Fam	1000 ml										
		CP FF FC 1000 ml	1000 ml										
		CP FF Plain 1000 ml LF	1000 ml										
	LAD	Pillow Yes! Milky Cho 90 ml	90 ml										
		Pillow Yes! Milky Straw 90 ml	90 ml										
		Yes Mut -mut Choco 18 gr	18 gr										
		Yes Mut -mut Strawberry 18 gr	18 gr										
		Yes Mut -mut Vanilla 18 gr	18 gr										
		Pillow Yes! Straw 80 ml	80 ml										
		Pillow Yes! Grape 80 ml	80 ml										
		Pillow Yes! Tutti Fruity 80 ml	80 ml										
		Yes! Bottle Apel 90 ml	90 ml					△					
		Yes! Bottle Tutti Fruity 90ml	90 ml										
		Yes! Bottle Grape 90 ml	90 ml		A								
		Yes! Bottle Grape 90 ml	90 ml										
	,	Yes! Bottle Orange 90 ml	90 ml										
		ies: Bottie Straw 90 mi	70 MI	1									