

Do's and Don't's untuk POSM dan Promotion di Kategori IFT





TIDAK BOLEH

mendisplay produk IFFO di rak display khusus atau tempat promosi (cth. Counter kasir, island block)



TIDAK BOLEH

mengkutsertakan produk IFFO dalam semua POSM. (cth: mailer/leaflet)



TIDAK BOLEH

memberikan diskon dan promosi harga utk produk IFFO











TIDAK BOLEH

mengikutsertakan produk IFFO dalam semua POSM. (cth: mailer/leaflet)



TIDAK BOLEH

menyertakan produk IFFO di baby show atau kegiatan lain yang melibatkan anak di bawah 3 tahun.



TIDAK BOLEH

menerima / memberi insentif berdasarkan penjualan produk **IFFO**



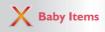






TIDAK BOLEH

menggunakan penanda harga atau tagline promosi untuk produk IFFO



TIDAK BOLEH

menyertakan peralatan bayi dalam promosi (contoh. dot)



TIDAK BOLEH

menyertakan produk IFFO, promosi (cth. Promosi harga, hadiah cuma2, kontes dan lucky draw)









Merchandising yang BOLEH utk Bayi (IFFO) dan Growing Up Milk (GUM Jr dan GUM Sr)

Merchandising

Merchandise IFFO hanya pada regular shelf. Hanya GUM yang boleh di-display pada end gondola, power wing.









Meletakkan POSM hanya utk display GUM





Menggunakan label harga dengan tagline promosi hanya utk produk GUM





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)

PROMOTION & PRICING GUIDELINES

Promotion Table:

- I. Discount on Invoice (DMS)
- 2. Reguler Promotion
- 3. Promo Koran
- 4. FFI Fair









Product Sub Product Traditional Groceries Modern HPM SPM MIM OOH Regular FFI Fair Koran			CHANNEL- Discount On Invoice (DMS)					Lowest Price toward CBP				
FF Product FF MAMA		Sub Product		Groceries		HPM	SPM	MM		Regular	FFI Fair	Promo Koran
IFT-Starter	SPECIALIZED NUTRITION											
IFT-Goldow On	IFT- Preglac	FF MAMA	8%	5%	6%	6%	6%	6%	10%	10%	15%	20%
FF L23	IFT-Starter	FF TAHAP I	-	-	-	-	-	-	-	-	-	-
FF 456	IFT-Follow On	FF TAHAP2	-	-	-	-	-	-	-	-	-	-
PREPARED BEVERAGES	IFT-GUM Jr	FF 123	8%	5%	4%	4%	4%	4%	10%	10%	15%	20%
SCM FF SACHET GOLD 3% 2% 2% 0% 0% 2% 2% 0%	IFT - GUM Sr	FF 456	8%	5%	4%	4%	4%	4%	10%	10%	15%	20%
SCM FF SACHET BKM 3% 2% 2% 0% 0% 2% 0%	PREPARED BEVERAGES											
SCM FF SACHET CHOCO 3% 2% 2% 0% 0% 2% 0% 0% - SCM FF POUCH 6% 3% 4% 4% 4% 10% 10% 15% - SCM FF CAN GOLD 2% 196 196 196 196 196 2% 2% 2% 196 296 296 296 296 296 296 296 296 296 296 296 296 296 296 296 296 296 296 <td>SCM</td> <td>FF SACHET GOLD</td> <td>3%</td> <td>2%</td> <td>2%</td> <td>0%</td> <td>0%</td> <td>0%</td> <td>2%</td> <td>0%</td> <td>0%</td> <td>-</td>	SCM	FF SACHET GOLD	3%	2%	2%	0%	0%	0%	2%	0%	0%	-
SCM FF POUCH 6% 3% 4% 4% 4% 4% 10% 10% 15% - SCM FF CAN GOLD 2% 1% 1% 1% 1% 1% 2% 1% 1% - SCM FF CAN BKM 4% 3% 4% 2% 2% 6% 5% 7% - SCM FF CAN CHOCO 4% 3% 4% 4% 4% 6% 5% 7% 9% SCM OMELA CAN 5% 3% 4% 4% 4% 4% 5% 5% 7% 9% Mainstream Prowder FF MAINSTREAM 6% 4% 4% 4% 4% 4% 5% 5% 7% 9% READY TO DRINK READY TO DRINK READY TO DRINK FF UHT I 15ML DISNEY & KID 8% 5% 6% 0% 9% 8% 10% 10% - Real Milk </td <td>SCM</td> <td>FF SACHET BKM</td> <td>3%</td> <td>2%</td> <td>2%</td> <td>0%</td> <td>0%</td> <td>0%</td> <td>2%</td> <td>0%</td> <td>0%</td> <td>-</td>	SCM	FF SACHET BKM	3%	2%	2%	0%	0%	0%	2%	0%	0%	-
SCM FF CAN GOLD 2% 1% 1% 1% 1% 1% 2% 1% 1% - SCM FF CAN BKM 4% 3% 4% 2% 2% 2% 6% 5% 7% - SCM FF CAN CHOCO 4% 3% 4% 4% 4% 6% 5% 7% 9% SCM OMELA CAN 5% 3% 4% 4% 4% 6% 5% 7% 9% Mainstream Powder FF MAINSTREAM 6% 4% 4% 4% 4% 4% 5% 7% 9% READY TO DRINK READY TO DRINK READY TO DRINK FUHT I ISML DISNEY & KID 8% 5% 6% 0% 0% 8% 8% 10% 10% - Real Milk FF UHT I ISML DISNEY & KID 8% 5% 8% 8% 8% 8% 8% 8% 8% 10% 10% - </td <td>SCM</td> <td>FF SACHET CHOCO</td> <td>3%</td> <td>2%</td> <td>2%</td> <td>0%</td> <td>0%</td> <td>0%</td> <td>2%</td> <td>0%</td> <td>0%</td> <td>-</td>	SCM	FF SACHET CHOCO	3%	2%	2%	0%	0%	0%	2%	0%	0%	-
SCM FF CAN BKM 4% 3% 4% 2% 2% 2% 6% 5% 7% - SCM FF CAN CHOCO 4% 3% 4% 4% 4% 4% 6% 5% 7% 9% SCM OMELA CAN 5% 3% 4% 4% 4% 4% 6% 5% 7% 9% Mainstream Powder FF MAINSTREAM 6% 4% 4% 4% 4% 4% 10% 10% 15% 20% READY TO DRINK READY TO DRINK READY TO DRINK Real Milk FF UHT 15ML DISNEY & KID 8% 5% 6% 0% 0% 8% 8% 10% 10% - Real Milk FF UHT 15ML DISNEY & KID 8% 5% 6% 0% 8% 8% 10% 10% - Real Milk FF UHT 190ML DISNEY & KID 8% 5% 6% 6% 6% 8% 8% 12%<	SCM	FF POUCH	6%	3%	4%	4%	4%	4%	10%	10%	15%	-
SCM FF CAN CHOCO 4% 3% 4% 4% 4% 4% 6% 5% 7% 9% SCM OMELA CAN 5% 3% 4% 4% 4% 4% 6% 5% 7% 9% Mainstream Powder FF MAINSTREAM 6% 4% 4% 4% 4% 4% 4% 10% 10% 15% 20% READY TO DRINK READY TO DRINK Real Milk FF UHT ISML DISNEY & KID 8% 5% 6% 0% 0% 8% 8% 10% 10% - Real Milk FF UHT ISML DISNEY & KID (MULTIPACK) 8% 5% 6% 0% 8% 8% 10% 10% - Real Milk FF UHT ISML DISNEY & KID (MULTIPACK) 8% 5% 6% 0% 8% 8% 10% 10% - Real Milk FF UHT 190ML DISNEY & SCHOOL (MULTIPACK) 8% 5% 6% 6% 6% 8% 8% 12% <td>SCM</td> <td>FF CAN GOLD</td> <td>2%</td> <td>1%</td> <td>1%</td> <td>1%</td> <td>1%</td> <td>1%</td> <td>2%</td> <td>1%</td> <td>1%</td> <td>-</td>	SCM	FF CAN GOLD	2%	1%	1%	1%	1%	1%	2%	1%	1%	-
SCM OMELA CAN 5% 3% 4% 4% 4% 4% 6% 5% 7% 9% Mainstream Powder FF MAINSTREAM 6% 4% 4% 4% 4% 10% 10% 15% 20% READY TO DRINK Real Milk FF UHT I 15ML DISNEY & KID 8% 5% 6% 0% 0% 8% 8% 10% 10% - Real Milk FF UHT I 15ML DISNEY & KID (MULTIPACK) 8% 5% 8% 8% 8% 8% 8% 8% 10% 10% - Real Milk FF UHT 190ML DISNEY & SCHOOL (MULTIPACK) 8% 5% 6% 0% 0% 8% 8% 10% 10% 15% Real Milk FF UHT 190ML DISNEY & SCHOOL (MULTIPACK) 8% 5% 6% 6% 8% 8% 12% 10% 15% Real Milk FF UHT 120ML 8% 5% 6% 6% 6% 8% 8% 12% </td <td>SCM</td> <td>FF CAN BKM</td> <td>4%</td> <td>3%</td> <td>4%</td> <td>2%</td> <td>2%</td> <td>2%</td> <td>6%</td> <td>5%</td> <td>7%</td> <td>-</td>	SCM	FF CAN BKM	4%	3%	4%	2%	2%	2%	6%	5%	7%	-
Mainstream Powder FF MAINSTREAM 6% 4% 4% 4% 4% 4% 4% 4%	SCM	FF CAN CHOCO	4%	3%	4%	4%	4%	4%	6%	5%	7%	9%
Real Milk FF UHT ISML DISNEY & KID 8% 5% 6% 0% 0% 8% 8% 10% 10% -	SCM	OMELA CAN	5%	3%	4%	4%	4%	4%	6%	5%	7%	9%
Real Milk FF UHT I15ML DISNEY & KID 8% 5% 6% 0% 0% 8% 8% 10% 10% - Real Milk FF UHT I15ML DISNEY & KID (MULTIPACK) 8% 5% 8% 8% 8% 8% 10% 10% - Real Milk FF UHT 190ML DISNEY & SCHOOL 8% 5% 6% 6% 6% 8% 8% 12% 10% 15% Real Milk FF UHT 250ML 8% 5% 6% 6% 6% 8% 8% 12% 12% - Real Milk FF UHT 250ML 8% 5% 6% 6% 6% 8% 8% 12% - Real Milk FF UHT 1 LITER 8% 5% 6% 6% 8% 8% 8% - LAD FF BOTTLE 190ML 4% 3% 4% 4% 8% 8% 8% - LAD Yes! PILLO FLEX 10% 5% 4% 0% 0% <td< td=""><td></td><td>FF MAINSTREAM</td><td>6%</td><td>4%</td><td>4%</td><td>4%</td><td>4%</td><td>4%</td><td>10%</td><td>10%</td><td>15%</td><td>20%</td></td<>		FF MAINSTREAM	6%	4%	4%	4%	4%	4%	10%	10%	15%	20%
Real Milk FF UHT 115ML DISNEY & KID (MULTIPACK) 8% 8% 8% 8% 8% 10% 10% - Real Milk FF UHT 190ML DISNEY & SCHOOL 8% 5% 6% 0% 0% 8% 8% 10% 10% - Real Milk FF UHT 190ML DISNEY & SCHOOL (MULTIPACK) 8% 5% 6% 6% 6% 8% 8% 12% 10% 15% Real Milk FF UHT 250ML 8% 5% 6% 6% 6% 8% 8% 12% 12% - Real Milk FF UHT 1 LITER 8% 5% 6% 6% 6% 8% 8% 8% - LAD FF BOTTLE 190ML 4% 3% 4% 4% 8% 8% 8% - LAD FF BOTTLE 800ML 8% 3% 6% 6% 6% 8% 8% 8% - LAD Yes! PILLO FLEX 10% 5% 4% 0% 0%	READY TO DRIN	IK										
Real Milk FF UHT 190ML DISNEY & 8% 5% 6% 6% 6% 8% 8% 10% 10% 10% -	Real Milk	FF UHT 115ML DISNEY & KID	8%	5%	6%	0%	0%	8%	8%	10%	10%	-
SCHOOL Real Milk FF UHT 190ML DISNEY & SCHOOL (MULTIPACK) 8% 5% 6% 6% 6% 8% 8% 12% 10% 15% Real Milk FF UHT 250ML 8% 5% 6% 6% 6% 8% 8% 12% 12% - Real Milk FF UHT 1 LITER 8% 5% 6% 6% 6% 8% 8% 8% - LAD FF BOTTLE 190ML 4% 3% 4% 4% 4% 8% 8% 8% - LAD FF BOTTLE 800ML 8% 3% 6% 6% 6% 8% 8% 8% - LAD Yes! PILLO FLEX 10% 5% 4% 0% 0% 8% 10% 8% - LAD Yes! BOTTLE 5% 3% 4% 4% 4% 5% 5% 8% 8% -	Real Milk		8%	5%	8%	8%	8%	8%	8%	10%	10%	-
SCHOOL (MULTIPACK) Real Milk FF UHT 250ML 8% 5% 6% 6% 6% 8% 8% 12% 12% - Real Milk FF UHT I LITER 8% 5% 6% 6% 6% 8% 8% 8% - LAD FF BOTTLE 190ML 4% 3% 4% 4% 4% 8% 8% 8% - LAD FF BOTTLE 800ML 8% 3% 6% 6% 6% 8% 8% 8% - LAD Yes! PILLO FLEX 10% 5% 4% 0% 0% 8% 10% 8% 8% - LAD Yes! BOTTLE 5% 3% 4% 4% 4% 5% 5% 8% 8% -	Real Milk		8%	5%	6%	0%	0%	8%	8%	10%	10%	-
Real Milk FF UHT I LITER 8% 5% 6% 6% 6% 8% 8% 8% 8% - LAD FF BOTTLE 190ML 4% 3% 4% 4% 4% 8% 4% 8% 8% - LAD FF BOTTLE 800ML 8% 3% 6% 6% 6% 8% 8% 8% - LAD Yes! PILLO FLEX 10% 5% 4% 0% 0% 8% 10% 8% 8% - LAD Yes! BOTTLE 5% 3% 4% 4% 4% 5% 5% 8% 8% -	Real Milk		8%	5%	6%	6%	6%	8%	8%	12%	10%	15%
LAD FF BOTTLE 190ML 4% 3% 4% 4% 4% 8% 4% 8% 8% - LAD FF BOTTLE 800ML 8% 3% 6% 6% 6% 8% 8% 8% 8% - LAD Yes! PILLO FLEX 10% 5% 4% 0% 0% 8% 10% 8% 8% - LAD Yes! BOTTLE 5% 3% 4% 4% 4% 5% 5% 8% 8% -	Real Milk	FF UHT 250ML	8%	5%	6%	6%	6%	8%	8%	12%	12%	-
LAD FF BOTTLE 800ML 8% 3% 6% 6% 6% 8% 8% 8% 8% - LAD Yes! PILLO FLEX 10% 5% 4% 0% 0% 8% 10% 8% 8% - LAD Yes! BOTTLE 5% 3% 4% 4% 4% 5% 5% 8% 8% -	Real Milk	FF UHT I LITER	8%	5%	6%	6%	6%	8%	8%	8%	8%	-
LAD Yes! PILLO FLEX 10% 5% 4% 0% 0% 8% 10% 8% 8% - LAD Yes! BOTTLE 5% 3% 4% 4% 4% 5% 5% 8% 8% -	LAD	FF BOTTLE 190ML	4%	3%	4%	4%	4%	8%	4%	8%	8%	-
LAD Yes! BOTTLE 5% 3% 4% 4% 5% 5% 8% 8% -	LAD	FF BOTTLE 800ML	8%	3%	6%	6%	6%	8%	8%	8%	8%	-
	LAD	Yes! PILLO FLEX	10%	5%	4%	0%	0%	8%	10%	8%	8%	-
LAD Yes! MUTMUT 12% 6% 4% 0% 0% 5% 12% 5% 5	LAD	Yes! BOTTLE	5%	3%	4%	4%	4%	5%	5%	8%	8%	-
	LAD	Yes! MUTMUT	12%	6%	4%	0%	0%	5%	12%	5%	5%	-





P2P Sekilas FFI Product Knowledge Channel Picos Notes

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

ROMOTION &	PRICING GUIDELINES	Discount Rate toward RBP BIG SALES					
Category & Product	Sub Product	GT	Wholesale Modern	Lainnya (MT)			
SPECIALIZED NUTR	ITION						
IFT- Preglac	FF MAMA	20%	20%	20%			
IFT-Starter	FF TAHAP I	-	-	-			
IFT-Follow On	FF TAHAP2	_	-	-			
IFT-GUM Ir	FF 123	20%	20%	20%			
IFT - GUM Sr	FF 456	20%	20%	20%			
PREPARED BEVERAC	GES						
SCM	FF SACHET GOLD	5%	5%	0%			
SCM	FF SACHET BKM	5%	5%	0%			
SCM	FF SACHET CHOCO	5%	5%	0%			
SCM	FF POUCH	5%	5%	5%			
SCM	FF CAN GOLD	5%	5%	5%			
SCM	FF CAN BKM	5%	5%	5%			
SCM	FF CAN CHOCO	5%	5%	5%			
SCM	OMELA CAN	5%	5%	5%			
Mainstream Powder	FF MAINSTREAM	10%	10%	10%			
READY TO DRINK							
Real Milk	FF UHT 115ML DISNEY & KID	10%	10%	10%			
Real Milk	FF UHT 115ML DISNEY & KID (MULTIPACK)	10%	10%	10%			
Real Milk	FF UHT 190ML DISNEY & SCHOOL	10%	10%	10%			
Real Milk	FF UHT 190ML DISNEY & SCHOOL (MULTIPACK)	10%	10%	10%			
Real Milk	FF UHT 250ML	10%	10%	10%			
Real Milk	FF UHT I LITER	10%	10%	10%			
LAD	FF BOTTLE 190ML	10%	10%	10%			
LAD	FF BOTTLE 800ML	10%	10%	10%			
LAD	Yes! PILLO FLEX	10%	10%	10%			
LAD	Yes! BOTTLE	10%	10%	10%			
LAD	Yes! MUTMUT	10%	10%	10%			

