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 ANP & DRD)

PRODUK	CHANNEL							
SPECIALIZED NUTRITION	SPM	MM	HPM	WHS Modern	WHS Traditional	GROCERY	СВР	CBP WHS Traditional
► PREGLAC								
IMP FF MAMA CHOCO BOX 24X200GR	646,075	646,075	646,075	646,075	634,487	646,075	30,500	31,439
► STARTER								
IMP FF BABY TAHAP I BOX 24x200GR	436,236	436,236	436,236	436,236	433,061	436,236	21,400	22,056
IMP FF BABY TAHAPI BOX 24x400GR	895,055	895,055	895,055	895,055	892,173	895,055	44,100	45,436
IMP FF BABY TAHAPI BOX 18X800GR	1,250,001	1,250,001	1,250,001	1,250,001	1,251,618	1,250,001	82,500	84,987
► FOLLOW ON								
IMP FF BABY TAHAP2 BOX 24x200GR	436,236	436,236	436,236	436,236	433,061	436,236	21,400	22,056
IMP FF BABY TAHAP2 BOX 24x400GR	895,055	895,055	895,055	895,055	892,173	895,055	44,100	45,436
IMP FF BABY TAHAP2 BOX 18x800GR	1,250,003	1,250,003	I,250,003	1,250,003	1,252,128	I,250,003	82,500	85,023
▶ GUM Jr								
IMP FF GUM 123 VANILLA BOX 24X400GR	804,159	804,159	804, 159	804,159	804,739	804,159	38,700	39,876
IMP FF GUM 123 VANILLA BOX 18X800GR	1,175,701	1,175,701	1,175,701	1,175,701	1,181,876	1,175,701	75,800	78,084
IMP FF GUM 123 VANILLA BOX 10X1200GR	914,668	914,668	914,668	914,668	923,966	914,668	106,650	109,878
IMP FF GUM I23 HONEY BOX 24X200GR	398,784	398,784	398,784	398,784	397,800	398,784	19,100	19,712
IMP FF GUM I23 HONEY BOX 24X400GR	804,159	804,159	804,159	804,159	804,739	804,159	38,700	39,876
IMP FF GUM 123 HONEY BOX 18X800GR	1,175,701	1,175,701	1,175,701	1,175,701	1,181,876	1,175,701	75,800	78,084
IMP FF GUM 123 HONEY BOX 10X1200GR	914,668	914,668	914,668	914,668	923,966	914,668	106,650	109,878
IMP FF GUM I23 CHOCO BOX 24X400GR	804,158	804,158	804,158	804,158	805,087	804,158	38,700	39,893
IMP FF GUM 123 CHOCO BOX 18X800GR	1,175,701	1,175,701	1,175,701	1,175,701	1,182,053	1,175,701	75,800	78,095
▶ GUM Sr								
IMP FF GUM 456 VANILLA BOX 24X400GR	804,158	804,158	804,158	804, 158	805,445	804, I 58	38,700	39,910
IMP FF GUM 456 VANILLA BOX 18X800GR	1,175,703	1,175,703	I,I75,703	1,175,703	1,181,844	1,175,703	75,800	78,081
IMP FF GUM 456 VANILLA BOX 10X1200GR	914,667	914,667	914,667	914,667	923,708	914,667	I06,650	109,848
IMP FF GUM 456 HONEY BOX 24X200GR	398,784	398,784	398,784	398,784	397,946	398,784	19,100	19,719
IMP FF GUM 456 HONEY BOX 24X400GR	804,158	804,158	804,158	804,158	805,445	804,158	38,700	39,910
IMP FF GUM 456 HONEY BOX I 8X800GR	1,175,703	1,175,703	1,175,703	1,175,703	1,181,844	1,175,703	75,800	78,08 I
IMP FF GUM 456 HONEY BOX 10X1200GR	914,667	914,667	914,667	914,667	923,708	914,667	I 06,650	109,848
IMP FF GUM 456 CHOCO BOX 24X400GR	804,158	804, 158	804,158	804,158	805,30 I	804,158	38,700	39,903
IMP FF GUM 456 CHOCO BOX 18X800GR	1,175,703	1,175,703	1,175,703	1,175,703	1,182,372	1,175,703	75,800	78,117
IMP FF GUM 456 CHOCO BOX 10X1200GR	811,322	811,322	811,322	811,322	819,528	811,322	94,600	97,458



