

▶▶ { 4.5 Promotion }

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



Yang TIDAK BOLEH di produk IFFO

Display

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



Posm

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



Discount / Price Off

TIDAK BOLEH
memberikan diskon
dan promosi harga utk
produk IFFO



X Sampling

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

**X Baby Shows / Events**

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

**X Incentive / Commission**

TIDAK BOLEH
menerima / memberi insentif
berdasarkan penjualan produk
IFFO

**X Highlight Price / Tagline**

TIDAK BOLEH
menggunakan penanda
harga atau tagline promosi
untuk produk IFFO

**X Baby Items**

TIDAK BOLEH
menyertakan peralatan bayi
dalam promosi (contoh. dot)

**X Promotion**

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.



Retailer Price

Menjual produk IFFO dengan harga yang sesuai.



✓ **POSM**

Meletakkan POSM hanya utk display GUM



✓ **Highlight Price / Tagline**

Menggunakan label harga dengan tagline promosi hanya utk produk GUM



PROMOTION & PRICING GUIDELINES

Promotion Table:

1. Discount on Invoice (DMS)
2. Regular Promotion
3. Promo Koran
4. FFI Fair



KOMPAS



		CHANNEL- Discount On Invoice (DMS)							Lowest Price toward CBP		
Category & Product	Sub Product	Wholesaler Traditional	Groceries	Wholesaler Modern	HPM	SPM	MM	Medical & OOH	Regular	FFI Fair	Promo Koran
SPECIALIZED NUTRITION											
IFT- Preglac	FF MAMA	8%	5%	6%	6%	6%	6%	10%	10%	15%	20%
IFT-Starter	FF TAHAP I	-	-	-	-	-	-	-	-	-	-
IFT-Follow On	FF TAHAP2	-	-	-	-	-	-	-	-	-	-
IFT-GUM Jr	FF I23	8%	5%	4%	4%	4%	4%	10%	10%	15%	20%
IFT - GUM Sr	FF 456	8%	5%	4%	4%	4%	4%	10%	10%	15%	20%
PREPARED BEVERAGES											
SCM	FF SACHET GOLD	3%	2%	2%	0%	0%	0%	2%	0%	0%	-
SCM	FF SACHET BKM	3%	2%	2%	0%	0%	0%	2%	0%	0%	-
SCM	FF SACHET CHOCO	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%	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											
Real Milk	FF UHT 115ML DISNEY & KID	8%	5%	6%	0%	0%	8%	8%	10%	10%	-
Real Milk	FF UHT 115ML DISNEY & KID (MULTIPACK)	8%	5%	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%	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%	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	Yes! MUTMUT	12%	6%	4%	0%	0%	5%	12%	5%	5%	-



PROMOTION & PRICING GUIDELINES

Discount Rate toward RBP

BIG SALES

Category & Product	Sub Product	GT	Wholesale Modern	Lainnya (MT)
SPECIALIZED NUTRITION				
IFT- Preglac	FF MAMA	20%	20%	20%
IFT-Starter	FF TAHAP I	-	-	-
IFT-Follow On	FF TAHAP2	-	-	-
IFT-GUM Jr	FF 123	20%	20%	20%
IFT - GUM Sr	FF 456	20%	20%	20%
PREPARED BEVERAGES				
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 1 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%

