



4.6 Alokasi A&P & DRD

A&P
(Advertisement and
Promotions)



Promotion
Visibility
Production
Listing Fee
Gimmick

DRD
(Discount, Rebate,
Damage)



Trade
Promo
Free
Goods

HYPERMARKET

SUPERMARKET

MINIMARKET

A&P

(Advertisement and Promotions)

► Promotion

- Consumer Promo (Special Price)
- Mailer
- Bundling Promo,
- Direct Gift



DRD

(Discount, Rebate, Damage)

► Trade Promo

- Insentif Trading Term
- Customer Discount
- Discount Anniversary
- Opening Store Discount



► Visibility

- Promo Exposure (Floor Display, End Gondola, Permanent Display)
- POP Development



► Free Goods

- Free Goods utk Retailer & Wholesaler



► Gimmick

Gimmick yang berkaitan dengan FFI Brand Corporate



► Listing Fee

Listing Fee / Support



WHOLESALE

GROCERY

A&P

(Advertisement and Promotions)

► Promotion

- Special Price
- Cust Discount
- Bundling Promo
- Direct Gift



► Visibility

- Kontes Display
- POP Development
- Planogram



► Gimmick

Banded Gimmick



DRD

(Discount, Rebate, Damage)

► Trade Promo

- Bonus-Rewards
- Insentif salesman (achieved target OA) NED
- Retur barang rusak
- Customer loyalty



► Free Goods

Free Goods utk Retailer & Wholesaler



MEDICAL

A&P

(Advertisement and Promotions)

► Promotion

Katalog Produk, Mailer



► Visibility

Visibility Powder, Liquid



► Gimmick

Gimmick yang berkaitan
dengan FF Brand
Corporate Gimmick



DRD

(Discount, Rebate, Damage)

► Trade Promo

- Discount Outlet Merapi
- PMT (Program Makanan Tambahan)
- Volume Contract Loyalty (dengan Ruang Gizi RS)
- Subsidi 2.5% untuk HCP, dengan TOP 30



► Free Goods

Free Product khusus utk
medical (cth:CP 115 ml)

OUT OF HOME

A&P

(Advertisement and Promotions)

► Promotion

Customer Discount



► Visibility

- Visibility Omela
- Sewa Display



► Gimmick

Gimmick yang berkaitan dengan FF Brand Corporate Gimmick



DRD

(Discount, Rebate, Damage)

► Trade Promo

Customer Loyalty



► Free Goods

Free Product untuk outlet

