

▶▶ (4.6 Alokasi ANP & DRD)

ANP
(Advertisement and
Promotions)



Promotion
Visibility
Production
Listing Fee
Gimmick

DRD
(Discount, Rebate,
Damage)



Trade
Promo
Free
Goods

HYPERMARKET

SUPERMARKET

MINIMARKET

ANP

(Advertisement and Promotions)

► Promotion

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



► 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

