

**Renata Limited**  
Head Office

Date : 27 September, 2017  
To : Sr.DSMs/DSMs, PSMs, Sr. PSOs/PSOs  
From : Marketing  
Copy : Sales Managers, ASMs, Sr. RSMs/RSMs



# ANTIBIOTIC CASH INCENTIVE

## October'17

### ANTIBIOTIC CASH INCENTIVE SCHEME

	Group	Required Ach	Base Incentive (Tk.)	Total Incentive (Tk.)
<b>PSO</b>	Budget : < 1 Lac	120%	4,000	4,000 + (10% of extra sales over budget)
	<b>For Example :</b> If monthly budget = Tk. 90,000 Sales Achievement = 120% (Total value will be : Tk. 108,000) Then incentive will be = Tk. 4,000 + (10% of extra sales over budget = Tk. 1,800) = <b>Total Tk. 5,800</b>			
	Budget : > 1 Lac	105%	4,000	4,000 + (10% of extra sales over budget)
	<b>For Example :</b> If monthly budget = Tk. 200,000 Sales Achievement = 105% (Total value will be : Tk. 210,000) Then incentive will be = Tk. 4,000 + (10% of extra sales over budget = Tk. 1,000) = <b>Total Tk. 5,000</b>			

**Rx Requirement : 10%**

	Group	Required Ach	Base Incentive (Tk.)	Total Incentive (Tk.)
<b>DSM</b>	Budget : < 1 Lac (Per PSO Avg.)	120%	4,000	4,000 + (10% of extra sales over budget)
	Budget : > 1 Lac (Per PSO Avg.)	105%	4,000	4,000 + (10% of extra sales over budget)

**Rx Requirement : 10%**

**MAXIMUM INCENTIVE = TK. 12,000/ MONTH**

  
**Md. Masudur Rahman**  
Product Manager

  
**Abdul Aziz**  
Group Product Manager

  
**Monowarul Islam**  
Head of Marketing

  
**Khalil Musaddeq**  
General Manager, Sales

সবাই এন্টিবায়োটিক থেকে ভাল cash incentive earn করবে-এই কামনা থাকল