PROMO PROPOSAL

No. 013/ABCPI/JTM/0224

Authrz.No. :

Chanel : MT

Date: 2-Feb-24

Division : **Bvg Ndl**

Program Name	:	ANP Additional Budget Sewa Display Selected Account Banyuwangi
Attachment	:	List Outlet & Estimasi Budget
Products	:	Bvg Ndl
Area	:	Jatim
Period	:	***1-Jan-24*** *s/d* ***31-Mar-24***
Background	:	Adanya kenaikan harga sewa display di beberapa outlet di Banyuwangi
		Menjaga supaya tetap mendapat display ekslusif dan bisa push stock di selected account
		Menjaga kualitas display di outlet MT Lokal Jatim
		Mengembangkan Brand Awarness dan Blocking kompetitor
		Toko Ajuan Display ini adalah termasuk Pareto Beverages ABCPI yang displaynya mulai tergeser display kompetitor
Mechanism :		ABCPI menyelenggarakan program sewa display di selected account Jatim
		Periode Promo ini untuk Bulan Jan - Mar 2024
		Pihak distributor akan menyertakan dokumentasi untuk kebutuhan Klaim dan data ke princple ABC President
		Lampiran Outlet terlampir di sheet berikutnya
		Budget menggunakan Selmar UDN jatim
Objective	:	Maintain kualitas display produk ABCPI dan Push Sell Out di toko

Quantitative	In Ctn	From	To	% Incr
Sales Volume	Sales out ABCPI	433	563	30%
	Est Sales Periode Program	**433**	**563**	**30%**

(Incremental) Sales Projection	In Value Rp	From	To	% Incr
Sales Volume				
		37,764,881	49,094,346	30%
	Est Sales Periode Program	**37,764,881**	**49,094,346**	**130%**

Projected Cost (borne by ABC PI)		Bvg		Others
By Mechanism :				
Biaya Display jatim		1,578,000		
Q1 2024				
TOTAL	**1,578,000**	**1,578,000**	**0**	-

ROI (cost to sales ratio or cost to incremental sales ratio)

3%

(diisi oleh HO)

No.Account	Deskripsi	A&P Budget 2017	A&P Budget Terpakai	Sisa A&P Budget s/d saat ini	Pengajuan Proposal	Saldo Sisa A&P

Other consideration to support this proposal:

1,578,000 **/** **49,094,346** **=** **3%**

Claim

Deadline of claim submission (DD/MM/YYYY) : **30** **6** **2024**

Supporting document that will be send :

- Original Invoice
- Tax Invoice
- Tanda Terima Toko
- Printed Material
- Photographs
- Rekap Pengeluaran Bonus
- Check
- CheckBox1
- CheckBox1

Proposed by,
ABC PI / Distrib.

Approved by,

	< = Rp. 2 Million	Rp. 2 - 15 Miliion	< = 50 Million	< = 100 Million	< = 200 Million
ASS **ASM**	**BOM**	**KAM**	**MTM**	**TMM**	**HOS**	**HoBPA**	**COO**
2-Feb-24 date:	date:	date:	date:	date:	date:	date:	date: