



## PROMO PROPOSAL

No. 132/JTG/X/2023

Date 20-Oct-23

Authrz.No. :

Chanel : GTOP

Division : Noodle

Program Name : Program Support PMI Cilacap

Attachment : Skema & Kebutuhan Budget

Products : Mi ABC Cup - Noodle

Area : UDN Cilacap

Period : Nov - Dec 2023

Background : - Adanya dealing mi ABC Cup dengan pihak PMI Cilacap untuk digunakan sebagai goodie bag pendonor

- Mengembangkan sales Mi ABC Cup dan menggeser kompetitor sebelumnya

Mechanism : - PT ABCPI memberikan support disc 5% untuk PMI Cilacap

- Jika Outlet mencapai target yang ditentukan di akhir periode (Nov-Dec) akan mendapatkan add disc 2%

- Disc diberikan on Faktur

**- Distributor melakukan klaim dengan menggunakan budget selisih margin Dist Unirama Duta Niaga**

Objective : - Mengembangkan sales MI ABC Cup

- Mengembangkan sales depo Cilacap - Jateng

Quantitative in dzn / Rph

Mi ABC Cup

From

To

% Incr

-

160

Estimasi Sales

Est sales Nov-Dec

0

320

### (Incremental) Sales Projection

in ctn / dzn / Rph

Mi ABC Cup

From

To

% Incr

0

8,656,000

Estimasi Sales

Estimasi Total Sales

0

17,312,000

17,312,000

### Projected Cost (borne by ABC PI)

Budget Support Disc 5%

Add Disc 2% Jika Capai target 160 Karton per bulan

Mi ABC Cup

TOTAL COST

865,600

328,928

TOTAL Biaya

1,194,528

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

1,194,528 : 17,312,000 7%

(diisi oleh HO)

| No.Account | Deskripsi | A&P Budget<br>2011 | A&P Budget<br>Terpakai | Sisa A&P Budget<br>s/d saat ini | Pengajuan<br>Proposal | Saldo Sisa A&P |
|------------|-----------|--------------------|------------------------|---------------------------------|-----------------------|----------------|
|            |           |                    |                        |                                 |                       |                |
|            |           |                    |                        |                                 |                       |                |
|            |           |                    |                        |                                 |                       |                |

### Other consideration to support this proposal:

#### Claim

Deadline of claim submission (DD/MM/YYYY) :

29

2

24

Supporting document that will be send :

☐

Original Invoice

☐

Check Box 1 Tax Invoice

☐

Tanda Terima Toko

☐

Printed Material

☐

Check Box 1 Photographs

☐

Rekap Pengeluaran Bonus

Proposed by,

Approved by,

ABC PI / Distrib.

<= Rp. 2 Million

Rp. 2 - 15 Million

>= 50 Million

ASS  
Date

ASM  
Date:

KAM MOP  
date:

BOM East  
date:

MTDP Manager  
date:

TM Manager  
date:

HOS  
date:

Head BPA  
date: 14/1/23