



PROMO PROPOSAL

No. 031/KLM/II/2024

Date: 15-Feb-24

Authrz.No. :

Chanel : ALL

Division : Beverage - Noodle

Program Name : Insentive Sell Out Team Sales

Attachment : Rincian Insentive Dan Target

Products : All

Area : PD Fajar Abadi - Pontianak (Kalbar)

Period : Maret - Juni 2024

Background : 1. meningkatkan omset penjualan all produk abcp

2. meningkatkan motivasi team sales

3. meningkatkan fokus team sales

Mechanism : 1. PT ABCPI suport berupa insentive sell out in % x omset pencapaian perbulan dengan rincian terlampir.

2. insentive in % diberikan dalam bentuk strata (terlampir)

3. Menggunakan budget Selisih Margin PD Fajar Abadi

Quantitative in dzn / Rph

Baverage - Noodle

	From	To	% Incr
	10,649	15,733	47.7%
Est Sales periode Program Mar-Jun 2024	42,597	62,931	47.7%

(Incremental) Sales Projection

in ctn / dzn / Rph

Baverage - Noodle

	From	To	% Incr
	1,247,015,861	1,842,301,150	47.7%
Est Sales periode Program Mar-Jun 2024	4,988,063,444	7,369,204,599	47.7%

Projected Cost (borne by ABC PI)

Estimasi Biaya Support

	Cost Event	
	27,910,862	
TOTAL Biaya	27,910,862	

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

27,910,862 : 7,369,204,599 0.38%

(diisi oleh HO)

No.Account	Deskripsi	A&P Budget 2024	A&P Budget Terpakai	Sisa A&P Budget s/d saat ini	Pengajuan Proposal	Saldo Sisa A&P
		BUDGET SELMAR				

Other consideration to support this proposal:

Claim

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

30

9

24

Supporting document that will be send :

☒ Original Invoice
☐ Printed Material

☐ Tax Invoice
☒ Photographs

☐ Tanda Terima Toko
☒ Rekap Pengeluaran Bonus

Proposed by,
ABC PI / Distrib.

Approved by,

<= Rp. 2 Million

Rp. 2 - 15 Miliion

≥ 50 Million

≥ 100 Million

≥ 200 Million

ASS

Date :

ASM

Date :

BOM

date:

TMM

date:

HOS

date:

BPA

date:

COO

date:

CFO

date:

RINCIAN TARGET DAN INSENTIVE SELL OUT TEAM SALES
MARET - JUNI 2024
ALL

NAMA SALESMAN	OMSET JAN-DES 2023		AVG / BULAN 2023		TARGET / BULAN (IN VALUE)	STRATA TARGET			STRATA INSENTIVE			ESTIMASI BUDGET PROMO		
	IN KART	VALUE	IN KART	VALUE		97%	100%	101%	97%	100%	101%	78%	90%	100%
ALUNG	6,345	501,173,862	529	41,764,489	62,646,733	60,767,331	62,646,733	63,273,200	0.7%	1.2%	1.5%	425,371	751,761	949,098
DEDDY	5,791	517,629,972	483	43,135,831	64,703,747	62,762,634	64,703,747	65,350,784	0.7%	1.2%	1.5%	439,338	776,445	980,262
HANDI	5,753	526,028,601	479	43,835,717	65,753,575	63,780,968	65,753,575	66,411,111	0.7%	1.2%	1.5%	446,467	789,043	996,167
PERDI	5,596	480,502,572	466	40,041,881	65,268,266	63,310,218	65,268,266	65,920,949	0.7%	1.2%	1.5%	443,172	783,219	988,814
RUDYANTO	13,313	1,142,121,082	1,109	95,176,757	109,453,270	106,169,672	109,453,270	110,547,803	0.7%	1.2%	1.5%	743,188	1,313,439	1,658,217
SURYANTO	3,503	305,152,590	292	25,429,382	45,772,888	44,399,702	45,772,888	46,230,617	0.7%	1.2%	1.5%	310,798	549,275	693,459
SUSANTO	3,067	268,438,904	256	22,369,909	46,976,808	45,567,504	46,976,808	47,446,576	0.7%	1.2%	1.5%	318,973	563,722	711,699
Grand Total	43,369	3,741,047,583	3,614	311,753,965	460,575,287	446,758,029	460,575,287	465,181,040	0.7%	1.2%	1.5%	3,127,306	5,526,903	6,977,716
												PERIODE PROGRAM		4
												TOTAL ESTIMASI BUDGET PROMO		27,910,862