



A&P Proposal

Proposal Number	: PS-0001/AS-24.STM/II/2024	Date	: 05.01.2024
WBS Level 5	:	Department	: SALES
Program Name	: JTG-BVG - Program Strata BVG	Status	: Approved
Contract	: 002/JTG/II/2024	Note	:
Contract Description	:		
Attachments	: 002 Program Strata BVG Jan-Apr 2024.pdf (http://upload.abcpic.co.id/files/002%20Program%20Strata%20BVG%20Jan-Apr%202024.pdf)		
Periode	: 01.01.2024 to 30.04.2024		
WBS Level 4	: AS24STMABEVE01	Brand	: ALL BEVERAGE
Account	: 0041130041	Category	: BEVERAGE
Cost Center	: 0000035020		
Requester Name	: ERVINA PRISTANTI	Title	: SALES
Requester Amount	: 240,849,897.00		
Requester Quantity	: 67,162.000		
Program Background/ Types of Promotion	Meningkatkan sales beverage GT di momen seasonal Festive 2024 Menjaga stock beverage di outlet SO WS tetap sesuai kebutuhan distribusi di outlet downlinenya Memberikan margin ke SO/WS untuk bersaing dengan kompetitor dan diberikan		
Program Mechanism	PT ABCPI memberikan strata discount untuk outlet sesuai dengan pengambilan produk ke distributor (terlampir list dan skema) Perubahan / penambahan Outlet bisa dilakukan dengan menggunakan budget area		
Objective Remarks	Growth sales vs 2023 dan Hit target sales beverage festive 2024		

Budget Balance

WBS Level 2	Budget	Approved	Pending	Budget Update	Balance	Benefit
AS24STM	47,305,079,655.00	29,963,342,703.00	52,623,532.00	271,923,460.42	17,289,113,420.00	0.00

Cost

Cost Item	Quantity	Unit	Cost	Total
STRATA	1.000	UNT	240,849,897.00	240,849,897.00

Cost to Benefit Ratio : 3.98

Benefit

Period of Benefit : 01.01.2024 to 30.04.2024

Product	Qty	DBP	Total
ABC	67,162.000	90,087.00	6,050,423,094.00

Proposed By	Approved By	Approved By	Reviewed By	Approved By	Approved By	
SALES	TM MANAGER	HEAD OF SALES DOMESTIC & EXPORT	FP MANAGER	COO	CFO	
ERVINA PRISTANTI	ANANTA TISSA KARTISIA	ANDRI ADHIWIRYAWAN	MARIA HAPSARI	DWI HATMADJI	NOVITA KWEE	
05.01.2024 17:21:58	06.01.2024 10:07:26	09.01.2024 15:52:35	09.01.2024 21:22:35	10.01.2024 14:02:36	10.01.2024 15:23:57	

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