



A&P Proposal

Proposal Number	: PS-0004/AS-24.STM/I/2024	Date	: 05.01.2024
WBS Level 5	:	Department	: SALES
Program Name	: JTM-NDL - PROGRAM STRATA NDL	Status	: Approved
Contract	: 001/JTM/I/2024	Note	:
Contract Description	:		
Attachments	: Jatim - 001 Program Strata NDL Jan-Apr 2024.pdf (http://upload.abcpic.co.id/files/Jatim%20-%20001%20Program%20Strata%20NDL%20Jan-Apr%202024.pdf)		
Periode	: 01.01.2024 to 30.04.2024		
WBS Level 4	: AS24STMANDLE01	Brand	: ALL NOODLE
Account	: 0041130041	Category	: NOODLE
Cost Center	: 0000035020		
Requester Name	: ERVINA PRISTANTI	Title	: SALES
Requester Amount	: 67,040,000.00		
Requester Quantity	: 15,571.000		
Program Background/ Types of Promotion	Mengembangkan penetrasi Sales Out Noodle di beberapa Outlet Grosir, Agen, dan GT Bersaing dengan promo kompetitor yang lebih eksterm di beberapa pareto GT Momen peningkatan roda ekonomi , dimana semua kegiatan dan aktivitas		
Program Mechanism	Meningkatkan Kredibilitas dan Awareness di Grosir,Retail,dan SO terhadap noodle ABCPI Potongan harga (disc) harus tertera di invoice/faktur Program ini menggunakan budget TM HO		
Objective Remarks	Hit Target Sell Out Jan Apr 2024 Ndl Jatim		

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	67,040,000.00	67,040,000.00

Cost to Benefit Ratio : 5.61

Benefit

Period of Benefit : 01.01.2024 to 30.04.2024

Product	Qty	DBP	Total
ABC	15,571.000	76,679.00	1,193,968,709.00

Proposed By	Approved By	Approved By	Reviewed By			
SALES	TM MANAGER	HEAD OF SALES DOMESTIC & EXPORT	FP MANAGER			
ERVINA PRISTANTI	ANANTA TISSA KARTISIA	ANDRI ADHIWIRYAWAN	MARIA HAPSARI			
05.01.2024 17:46:46	06.01.2024 10:07:26	09.01.2024 15:57:31	09.01.2024 21:25:28			

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