



A&P Proposal

Proposal Number	PS-0055/AS-24.MTH/I/2024	Date	08.01.2024
WBS Level 5		Department	SALES
Program Name	2024/April/Rafaksi/Beverage/Indogrosir/Instore: Beli 3 Dairy Tea save Rp 1.000	Status	Approved
Contract	006/ABCPI-MT/RF-BVG/NAS/IDG/KAM1/I/2024	Note	
Contract Description			

Attachments :006 RAFAKSI IDG BVG APR.pdf (<http://upload.abcpi.co.id/files/006%20RAFAKSI%20IDG%20BVG%20APR.pdf>)

Periode	01.04.2024 to 15.04.2024		
WBS Level 4	AS24MTHABEVE01	Brand	ALL BEVERAGE
Account	0041130041	Category	BEVERAGE
Cost Center	0000034030		
Requester Name	YULIA PUSPITASARI	Title	Sales
Requester Amount	54,585,678.00		
Requester Quantity	0.000		
Program Background/ Types of Promotion	Meningkatkan Awareness & Sell Out		
Program Mechanism	ABCPI memberikan support Promosi Rafaksi ke IGR untuk kategori Beverage Beli 3Dairy Tea-MTCH Lebih Hemat Rp. 1.000 (Hanya Rp. 17.000), 1-15 Apr		
Objective Remarks	Meningkatkan Performance item Nu di account Indogrosir		

Budget Balance

WBS Level 2	Budget	Approved	Pending	Budget Update	Balance	Benefit
AS24MTH	43,385,210,668.00	39,943,186,936.00	963,741,948.00	398,441,869.36	2,478,281,784.00	0.00

Cost

Cost Item	Quantity	Unit	Cost	Total
Rafaksi	1.000	PCS	54,585,678.00	54,585,678.00

Cost to Benefit Ratio : 0.11

Benefit

Period of Benefit : 01.04.2024 to 15.04.2024

Product	Qty	DBP	Total
ABC	356,412.000	137,027.00	48,838,067,124.00

Proposed By	Approved By	Approved By	Reviewed By			
Sales	TM MANAGER	HEAD OF SALES DOMESTIC & EXPORT	FP MANAGER			
YULIA PUSPITASARI	ANANTA TISSA KARTISIA	ANDRI ADHIWIRYAWAN	MARIA HAPSARI			
08.01.2024 15:31:04	08.01.2024 17:32:32	09.01.2024 16:57:32	11.01.2024 11:27:22			

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