



A&P Proposal

Proposal Number	: PS-0027/AS-24.STM/I/2024	Date	: 06.01.2024
WBS Level 5	:	Department	: SALES
Program Name	: JBR-BVG - PROGRAM TRADE PROMO DISC REGULER, STRATA & AD	Status	: Approved
Contract	: 001/JBR/I/2024	Note	:
Contract Description			
Attachments	001 Program Trade Promo BVG (GT) Jan - Apr 2024 - MPP Jabar.pdf (http://upload.abcpic.co.id/files/001%20Program%20Trade%20Promo%20BVG%20%28GT%29%20Jan%20-%20Apr%202024%20-%20MPP%20Jabar.pdf)		
Periode	: 01.01.2024 to 30.04.2024		
WBS Level 4	: AS24STMABEV01	Brand	: ALL BEVERAGE
Account	: 0041130041	Category	: BEVERAGE
Cost Center	: 0000035020		
Requester Name	: ERVINA PRISTANTI	Title	: SALES
Requester Amount	: 299,798,772.00		
Requester Quantity	: 0.000		
Program Background/ Types of Promotion	- Meningkatkan distribusi & trend Selling Out di outlet area Jabar GT - Meningkatkan dropsize outlet di area Jabar GT - Meningkatkan loyalitas outlet dalam menjual produk Beverage ABC PI		
Program Mechanism	- ABC PI memberikan support Disc Reguler, Strata & Add Disc (List Outlet) - Support Disc diberikan dengan ketentuan sebagai berikut : Strata PO Reg		
Objective Remarks	- Meningkatkan distribusi & push volume produk Beverage ABC PI		

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
PROGRAM TRADE PROMO DISC REGULER, STRATA	1.000	UNT	299,798,772.00	299,798,772.00

Cost to Benefit Ratio : 3.84

Benefit

Period of Benefit : 01.01.2024 to 30.04.2024

Product	Qty	DBP	Total
Green Tea	76,767.000	101,590.00	7,798,759,530.00

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	
06.01.2024 12:00:38	06.01.2024 13:22:34	09.01.2024 11:37:34	09.01.2024 21:12:31	10.01.2024 14:02:51	10.01.2024 15:23:29	