



A&P Proposal

Proposal Number	: PS-0033/AS-24.STM/I/2024	Date	: 06.01.2024
WBS Level 5	:	Department	: SALES
Program Name	: JBR-NDL - PROGRAM TRADE PROMO DISC REGULER & STRATA DISC	Status	: Approved
Contract	: 002/JBR/I/2024	Note	:
Contract Description			
Attachments	002 Program Trade Promo NDL BAG (GT) Jan - Apr 2024 - MPP Jabar (Rev Akhir).pdf : (http://upload.abcpic.co.id/files/002%20Program%20Trade%20Promo%20NDL%20BAG%20%28GT%29%20Jan%20-%20Apr%202024%20-%20MPP%20Jabar%20%28Rev%20Akhir%29.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	: 1,076,876,239.00		
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 Noodle ABC PI		
Program Mechanism	- ABC PI memberikan support Disc Reguler, Strata Disc - Support Disc diberikan dengan ketentuan sebagai berikut :		
Objective Remarks	- Meningkatkan distribusi & push volume produk Noodle 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 & STRAT	1.000	UNT	1,076,876,239.00	1,076,876,239.00

Cost to Benefit Ratio : 7.91

Benefit

Period of Benefit : 01.01.2024 to 30.04.2024

Product	Qty	DBP	Total
ABC	177,935.000	76,525.00	13,616,475,875.00

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 13:48:45	06.01.2024 18:03:24	09.01.2024 16:02:31	09.01.2024 22:07:33	10.01.2024 14:02:52	10.01.2024 15:20:52	