



PROMO PROPOSAL

No. _____

Authrz.No. _____

Chanel _____

Date : 23 Januari 2024

Division _____

Beverages

Program Name : Event GO Batam Adventure Park

Attachment : Ada

Products : NU Green tea Original & NU Green Tea Less Sugar

Area : Batam

Period : Februari 2024

Background : * Menjaga hubungan baik dengan Outlet
* Meningkatkan brand awarness product

Mechanism : - PT ABC PI akan memberikan support produk sbb :

1. NU GREEN TEA ORIGINAL 450 ML : 4 Ctn

2. NU GREEN TEA LESS SUGAR 450 ML : 4 Ctn

3. NU GREEN TEA YOGURT 450 ML : 4 Ctn

Batam Adventure Park merupakan sebuah pusat aktivitas Outdoor yang menantang & memacu adrenaline di Kota Batam.

Yang biasanya dikunjungi oleh Komunitas Outdoor, wisatawan dalam & luar negeri.

Support Menggunakan Budget Selisih Margin Distributor Everbright

Objective : Mensupport acara GO Batam Adventure Park yang merupakan NOO

Quantitative in dzn / Rph

	From	To	% Incr
	1	360	35900.0%
Estimasi Total Sales	1	360	36000.0%

(Incremental) Sales Projection

in ctn / dzn / Rph

	From	To	% Incr
	117,100	42,156,000	35900.0%
Estimasi Total Sales	117,100	42,156,000	35900.0%

Projected Cost (borne by ABC PI)

	Cost Event	TOTAL COST
Biaya Support		
NTOR 450	468,400	
NTLS 450	468,400	
NYUT 450	468,400	
	1,405,200	
TOTAL Biaya		1,405,200

ROI (cost to sales ratio or cost to incremental sales ratio)

1,405,200 : 42,156,000 3.33%

(diisi oleh HO)

No.Account	Deskripsi	A&P Budget 2024	A&P Budget Terpakai	Sisa A&P Budget s/d saat ini	Pengajuan Proposal	Saldo Sisa A&P

Other consideration to support this proposal:

Claim

Deadline of claim submission (DD/MM/YYYY) :

30 3 24

Supporting document that will be send :

☐ Original Invoice
☐ Printed Material

☐ Tax Invoice
☐ Photographs

☐ Tanda Terima Toko
☐ Rekap Pengeluaran Bonus

Proposed by,
ABC PI / Distrib.

Approved by,

<= Rp. 2 Million

Rp. 2 - 15 Million

<= 50 Million

<= 100 Million

<= 200 Million

ASS

Date : 23/1/2024

ASM

date:

KAM MOP

date:

BOM

date:

MTOP Manager

date:

TM Manager

date:

HOS

date:

Head BPA

date: