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|   |   | **单据编号:**FL0053201501967    **单据类型：**终端特批申请(FL0053)   |
| **终端特批申请**  |
| **申请部门:**1353-来一口公司/销售部/外部市场/华西大区/重庆/邹东梅   | **申请人：**邹东梅                         **申请日期：**2016-06-01 |   |

 |
|   主       题 | “重庆瑞隆”重客降系统6.2-6.13特陈促销活动费用申请  |
|   详细说明 | 目前该系统主要果冻为马大姐、迪妮斯、喜之郎；为了在端午小长假抢占竟品的销售并在该系统提升产品的品牌形象，及提升该系统负责人对本公司产品的重视度；特与客户沟通在该门店做一档特陈+叫卖促销活动；并在重客隆系统所有27家门店执行，本次档期费用为10000元/档，本次促销活动预估销量为50000元，特价5.9元/斤；该系统扣点为25%，配送为4%；特价促销后客户毛利率为-12%；扣掉各项营运费用是负利润。为了能在该系统销量有所突破，与客户沟通折价部分由客户自己承担。现特向公司申请支持给予陈列+1000元费用支持。望公司领导给予批复。谢谢!(凭照片+费用票据给予核报） ；  |
|   关  键  字 |  |
|   客        户  | 1310028-重庆瑞隆食品(2000-南京销售组织/270-华西/1290-重庆区/1310-重庆小组)  |
|   终端类型  | KA或5个连锁店以上  |   费用类别  | 陈列费（堆头费）  |
|   客户签订的年任务  | 600000  |   客户签订合同费用  | 3%  |
|   超市名称及面积  | 重客隆  |   类别  | 果冻  |
|   超市预估月销量  | 70000  |   陈列费  | 10000.0  |
|   进场费  | 0.0  |   人员支持费  | 0.0  |
|   支持费用合计  | 10000.0  |   是否付款  | 账返  |
|   预估费用率  | 14%  |   支持活动开始日期  | 2016-06-02  |
|   支持活动截止日期  | 2016-06-13  |   核报截止日期  | 2016-08-31  |
| 附件:http://121.12.161.252/images/pic/news/fj.gif[重庆-瑞隆6.2-6.13档期终端客户资料](http://121.12.161.252/common/upload/download.jsp?displayFileName=重庆-瑞隆6.2-6.13档期终端客户资料&PATH=workflow/FL0053/重庆-瑞隆6.2-6.13档期终端客户资料_201651113546884.XLS)  |
| 审批记录:2016-06-02 01:32:11 李海全：同意，凭照片核报，以我司业务人员的手机系统我核报参考依据2016-06-02 13:50:01 张云芝：16年未签合同回公司。15度果冻签订目标为90万，休闲食品签订目标28万，月返：AB类3%，果冻类实际销售回款0%方可享受此市场费用， 2、年返：果冻类实际销售回款2%,休闲食品类实际销售回款0%，超额奖励0.5%； 3、客户去年完成销量48.14万，月均销量为4.01万，客户截止目前今年完成销量6.42万，费用率1%，其中费用占比较高的为促销费用，占比1%；2016-06-02 14:50:31 翟仕华：同意按照签呈执行 |

**填单:**邹东梅                                       **填单时间:**2016-06-01  |

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