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|   |   | **单据编号:**FL0053201502090    **单据类型：**终端特批申请(FL0053)   |
| **终端特批申请**  |
| **申请部门:**1426-来一口公司/销售部/外部市场/华东大区/宁波/朱美光   | **申请人：**朱美光                         **申请日期：**2016-07-25 |   |

 |
|   主       题 | 湖州家兴重点终端进场申请  |
|   详细说明 | 1：湖州家兴是我司忠实老客户。2：客户为了提高我司产品销量.积极配合公司开发工作，现开发区域重点终端："惠客隆超市”进场费15万元。3：湖州现在包场经销商较多，费用被经销商之间炒的过高，该客户同时也在包场，此家店客户自行在恒亿展柜公司做了6条柜子投入该店，我司果冻占了两条，且在主通道位置（可见压缩包相片），此家店客户包场，无竞品竞争，包场总费用15万元，我司支持该客户6000元进场费，请领导批准，谢谢!  |
|   关  键  字 |  |
|   客        户  | 1280026-湖州家兴贸易商行(2000-南京销售组织/240-华东/1280-浙江区/1301-浙北小组)  |
|   终端类型  | 客户终端  |   费用类别  | 进场费（条码费用、进场费）  |
|   客户签订的年任务  | 果冻33W,食品5W  |   客户签订合同费用  | 月返7%。年返2%  |
|   超市名称及面积  | 6000  |   类别  | 果冻  |
|   超市预估月销量  | 100000  |   陈列费  | 0.0  |
|   进场费  | 150000.0  |   人员支持费  | 0.0  |
|   支持费用合计  | 6000.0  |   是否付款  | 账返  |
|   预估费用率  | 2%  |   支持活动开始日期  | 2016-07-25  |
|   支持活动截止日期  | 2017-07-25  |   核报截止日期  |  |
| 附件:http://121.12.161.252/images/pic/news/fj.gif[湖州家兴客户终端特批费用申请产品进店申请表20160725](http://121.12.161.252/common/upload/download.jsp?displayFileName=湖州家兴客户终端特批费用申请产品进店申请表20160725&PATH=workflow/FL0053/湖州家兴客户终端特批费用申请产品进店申请表20160725_20166251828496.xls) http://121.12.161.252/images/pic/news/fj.gif[开业现场环境相片](http://121.12.161.252/common/upload/download.jsp?displayFileName=开业现场环境相片&PATH=workflow/FL0053/开业现场环境相片_201662519369.rar)  |
| 审批记录:2016-07-25 13:57:28 杨洪海：同意2016-07-26 09:24:47 罗建莹：1、客户本年度果冻签订目标为33万，休闲食品签订目标5万； 2、月返：AB类7%，果冻类实际销售回款80%方可享受此市场费用， 3、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%； 4、客户去年完成销量18.83万，月均销量为1.57万，客户截止目前今年完成销量3.66万，费用率9.2 %，其中费用占比较高的为促销费用，占比13%；16年财年未申请其他费用，请领导批示！ 2016-07-29 08:36:43 翟仕华：同意 |

**填单:**朱美光                                       **填单时间:**2016-07-25  |

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