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| 窗体顶端   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | |  | | | | | | | | |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | |  |  | **单据编号:**FL0053201501976  **单据类型：**终端特批申请(FL0053) | | **终端特批申请** | | | | **申请部门:**1423-来一口公司/销售部/外部市场/华东大区/浙北/王剑炜 | **申请人：**王剑炜                         **申请日期：**2016-06-05 |  | | | | | | 主       题 | 瑞安小娜客户终端进场申请 | | | | 详细说明 | 1：该客户为我司合作多年果冻客户.主营产品为我司散装果冻系列。2：客户为了提高我司产品销量.前期积极配合公司开发工作做好区域扎实市场，现开发区域内重点终端："南大超市"连锁超市.进场费是按单点收取，目前选择三家是南大超市销量前几名门店（城北店，隆山店，东街店）进场费18000元/年，由于该超市费用较高及竞争比较激烈且客户无力承担，为了让客户更有信心做好市场及开发区域内重点终端，特向公司申请50%进场费用，客户承担50%，总费用合计18000元，即公司承担9000元，客户承担9000元，请领导批准！谢谢！ | | | | 关  键  字 |  | | | | 客        户 | 1300041-温州瑞安小娜(2000-南京销售组织/240-华东/1280-浙江区/1300-浙南小组) | | | | 终端类型 | KA或5个连锁店以上 | 费用类别 | 进场费（条码费用、进场费） | | 客户签订的年任务 | 15 | 客户签订合同费用 | 月返7%。年返2% | | 超市名称及面积 | 1000，800，800 | 类别 | 果冻 | | 超市预估月销量 | 5000，5000，5000 | 陈列费 | 0.0 | | 进场费 | 18000.0 | 人员支持费 | 0.0 | | 支持费用合计 | 9000.0 | 是否付款 | 账返 | | 预估费用率 | 2% | 支持活动开始日期 | 2016-06-15 | | 支持活动截止日期 | 2017-06-30 | 核报截止日期 |  | | 附件: http://121.12.161.252/images/pic/news/fj.gif[瑞安小娜公司产品进店申请表20160605](http://121.12.161.252/common/upload/download.jsp?displayFileName=瑞安小娜公司产品进店申请表20160605&PATH=workflow/FL0053/瑞安小娜公司产品进店申请表20160605_2016551062396.xls) | | | | | 审批记录: 2016-06-05 13:39:27 杨洪海：同意 2016-06-06 11:11:29 覃晓：1、该客户去年完成销量19.2万元，平均月销量1.6万元； 2、截止目前，今年完成销量2.56万元，本年度除此次申请外,尚未支持过相关特批费用,本年度合同未回,是否同意本次申请，请领导批示！ 2016-06-08 15:18:02 翟仕华：同意 | | | |   **填单:**王剑炜                                       **填单时间:**2016-06-05 |  |  |  |  |  |  | |   窗体底端 |

窗体底端

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