|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 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

窗体顶端



窗体底端