

## RELEASE MARKETING BRIEF

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Jakarta, 21 Oktober 2022

Kepada : **Restoran Manager, Area Manager, Operasional team**

Dari : Marketing support

CC : **Bapak Ali**

Perihal : **Promo "Pay Day"**

Nomor : BM.BD.MKT.019

### 1. OBJECTIVE

- Meningkatkan sales
- Meningkatkan jumlah transaksi
- Merealisasikan agenda kalender marketing
- Meningkatkan minat customer yang berdampak pada peningkatan sales

**2. PERIODE** : 25 – 31 Oktober 2022

**3. LINGKUP** : ALL Outlet

### 4. PROMO :

- **Pay Day 1**  
1 Spaghetti Bolognese + 1 Lemontea = Rp 50.000 Harga Normal ~~Rp 68.182~~
- **Pay Day 2**  
1 Grilled Chicken Steak + 1 Choco Volcano + 1 Lemontea = Rp 85.455 Harga Normal ~~Rp 123.637~~
- **Pay Day 3**  
1 Sirloin NZ + 1 Grilled Chicken Steka + 1 Choco Volcano + 2 Lemontea = Rp 200.000 Harga Normal ~~Rp 245.455~~
- **Pay Day 4**  
1 Vegan Beef Steak + 1 Lemontea = Rp 75.455 Harga Normal ~~Rp 80.000~~
- **Pay Day 5**  
1 Vegan Chicken Steak + 1 Lemontea = Rp 70.000 Harga Normal ~~Rp 75.455~~
- **Pay Day 6**  
1 Vlacvo Chi Pop + 1 Lemontea = Rp 43.637 Harga Normal ~~Rp 50.000~~

**Note :**

- *Potato wedges with skin menjadi side dish utama dimenu promo*

## 5. SYARAT & KETENTUAN

- Promo berlaku di tanggal 25 – 31 Oktober 2022
- Berlaku di seluruh outlet Abuba steak
- Berlaku untuk dine in, take away, delivery
- Harga sebelum pajak

## 6. POP MATERIAL PROMOSI

- E-menu
- Digital Signage
- Promosi melalui Digital Media ABUBA steak
- Posting di akun instagram katalog promosi

## 7. TARGET PENJUALAN

| PROMO PAY DAY 20 - 30 September 2021 |               |           |           |           |            |               |                |                |       |                     | TARGET PAYDAY 2022                        |
|--------------------------------------|---------------|-----------|-----------|-----------|------------|---------------|----------------|----------------|-------|---------------------|-------------------------------------------|
| NO                                   | RESTO         | Pay Day 1 | Pay Day 2 | Pay Day 3 | Vegan Beef | Vegan Chicken | Vlacvo Chi pop | Vlacvo Crunchy | Total | Sales               | Target Promo Pay Day 25 - 31 Oktober 2022 |
| 1                                    | Cipete        | 13        | 27        | 22        | 17         | 2             | 1              | 2              | 84    | Rp 9,383,442.00     | 53                                        |
| 2                                    | Kelapa Gading | 28        | 16        | 40        | 5          | 4             |                | 2              | 95    | Rp 12,172,540.00    | 60                                        |
| 3                                    | Pluit         | 5         | 17        | 20        | 2          |               |                |                | 44    | Rp 6,269,448.00     | 28                                        |
| 4                                    | Menteng       | 10        | 13        | 10        | 9          |               | 1              | 2              | 45    | Rp 5,043,724.00     | 29                                        |
| 5                                    | Prabudimuntur | 4         | 3         | 9         | 7          | 1             | 1              | 1              | 26    | Rp 3,168,362.00     | 17                                        |
| 6                                    | Serpong       | 19        | 18        | 47        | 10         | 1             |                |                | 95    | Rp 13,185,810.00    | 60                                        |
| 7                                    | Tebet         | 17        | 22        | 19        | 9          | 1             |                | 1              | 69    | Rp 7,525,172.00     | 44                                        |
| 8                                    | Depok         | 25        | 39        | 58        | 17         | 3             |                | 4              | 146   | Rp 18,852,258.00    | 93                                        |
| 9                                    | Gajah Mada    | 10        | 13        | 21        | 13         | 1             |                | 1              | 59    | Rp 7,452,994.00     | 38                                        |
| 10                                   | Bintaro       | 14        | 44        | 26        | 7          | 1             | 2              | 2              | 96    | Rp 10,638,160.00    | 61                                        |
| 11                                   | Citra Garden  | 7         | 14        | 25        | 4          |               |                |                | 50    | Rp 6,921,902.00     | 32                                        |
| 12                                   | Buah Batu     | 4         | 3         | 7         | 2          | 1             |                |                | 17    | Rp 2,171,908.00     | 11                                        |
| 13                                   | Senopati      | 3         | 17        | 20        | 2          | 2             |                |                | 44    | Rp 6,162,356.00     | 28                                        |
| 14                                   | Bekasi        | 28        | 29        | 31        | 14         |               |                | 2              | 104   | Rp 11,498,712.00    | 66                                        |
| 15                                   | Bogor         | 11        | 17        | 45        | 2          |               |                |                | 75    | Rp 11,537,902.00    | 48                                        |
| 16                                   | Cibubur       | 23        | 26        | 30        | 6          |               |                | 2              | 87    | Rp 10,051,804.00    | 55                                        |
| 17                                   | Matraman      | 11        | 25        | 16        | 10         |               |                |                | 62    | Rp 7,227,086.00     | 39                                        |
| 18                                   | Buaran        | 6         | 20        | 29        | 2          |               |                |                | 57    | Rp 8,008,172.00     | 36                                        |
| 19                                   | Ciputat       | 14        | 15        | 37        | 7          |               |                |                | 73    | Rp 10,198,448.00    | 46                                        |
| 20                                   | Jalan Panjang | 5         | 14        | 17        |            |               |                | 1              | 37    | Rp 5,031,902.00     | 24                                        |
| 21                                   | Jatiwaringin  | 14        | 19        | 36        | 10         | 2             |                |                | 81    | Rp 11,264,994.00    | 52                                        |
| 22                                   | Kalimalang    | 13        | 33        | 23        | 7          |               | 2              | 1              | 79    | Rp 9,553,086.00     | 50                                        |
| 23                                   | Green Lake    | 15        | 30        | 26        | 3          | 1             |                |                | 75    | Rp 9,171,350.00     | 48                                        |
| 24                                   | Grand Wisata  | 12        | 26        | 32        | 3          |               |                |                | 73    | Rp 9,694,626.00     | 46                                        |
| 25                                   | Harapan Indah | 11        | 18        | 19        | 2          | 2             |                |                | 52    | Rp 6,342,718.00     | 33                                        |
| 26                                   | Gandaria      | 3         | 6         | 12        | 2          | 1             |                |                | 24    | Rp 3,313,724.00     | 15                                        |
| 27                                   | Cikarang      | 17        | 17        | 31        | 8          | 2             | 2              |                | 77    | Rp 10,025,086.00    | 49                                        |
| 28                                   | Cinere        | 32        | 57        | 59        | 28         | 6             |                | 1              | 183   | Rp 21,653,608.00    | 116                                       |
| 29                                   | Mampang       | 10        | 20        | 30        | 9          | 1             | 3              |                | 73    | Rp 9,499,172.00     | 46                                        |
| 30                                   | Tanjung Duren | 9         | 18        | 25        | 6          | 2             |                |                | 60    | Rp 8,013,448.00     | 38                                        |
| Total                                |               | 393       | 636       | 822       | 223        | 34            | 12             | 22             | 2142  | Rp 271,033,914.00   | 1363                                      |
| Sales 20 - 30 September              |               |           |           |           |            |               |                |                |       | Rp 6,425,097,863.00 |                                           |
| Kontribusi Sales                     |               |           |           |           |            |               |                |                |       | 4%                  |                                           |

## **8. SUGGESTIVE SELLING**

- Menawarkan kepada customer dengan ramah dan tidak memaksa
- Saran untuk menawarkan:
  - Selamat siang, pak/bu/kak, ABUBA steak ada promo gaji nih 1 Spaghetti Bolognese + 1 Lemontea hanya 50.000 ada juga 1 Grilled Chicken Steak + 1 Choco Volcano + 1 Lemontea hanya 85.455 atau untuk paket berdua nya 1 Sirloin NZ + 1 Grilled Chicken Steak + 1 Choco volcano + 2 lemontea hanya 200.000 ada juga varian vegan steak nya mungkin bapak/ibu/kakak mau mencoba?

## **9. SALAM SUKSES**