

FORM LAMPIRAN PENGAJUAN PROMO MATERIAL MARKETING

A. INFORMASI AJUAN PROMAT

JENIS AJUAN PROMAT ☒ NEW PROMAT ☐ REPEAT ORDER ☐ SPECIAL GIMMICK ☐ PROMAT EVENT / RTD

JENIS PROMAT ☐ INVENTARIS ☒ NON INVENTARIS

NAMA PROMAT : TOTE BAG ALL PRODUCT PSYCHIATRY

QUANTITY : 2529 pcs

MATERIAL PROMAT : D600

KETERANGAN : TOTE BAG UNTUK KEBUTUHAN RTD, PP, DAN JV JUPITER 2026

BUDGET PROMAT : MENTAL HEALTH SOLUTION SPUNDBOUND (MKTJUP26-PR025) : Rp10.000.000; OTHERS (MKTJUP26-PR105)

5.000.000; OTHERS (MKTJUP26-PR106) : 5.000.000; KARTU KUNJUNGAN (MKTJUP26-PR111) : 7.500.000

B. RENCANA PENGGUNAAN PROMAT

NO	NAMA PROMAT	QTY	KETERANGAN PENGGUNAAN	PERIODE
1	TAS D600 TOSCA CREAM PUTIH	900	RTD (TERLAMPIR)	April - Desember 2026
2	TAS D600 TOSCA CREAM PUTIH	1,080	PP (TERLAMPIR)	April - Desember 2026
3	TAS D600 TOSCA CREAM PUTIH	549	JOIN VISIT (TERLAMPIR)	April - Desember 2026
TOTAL		2,829		

C. INFORMASI STOCK PROMAT

PENGGUNAAN PROMAT**

** isi dengan promat dengan type / jenis yang sama

NO	NAMA PROMAT	QTY STOCK AKHIR	QTY PENGGUNAAN	TOTAL	AVG	KETERANGAN
1						
2						
3						
4						
5						
6						
7						
8						
TOTAL						

ANALISA AJUAN

*diisi oleh Marketing Support

1. Belum pernah ada ajuan promat serupa sebelumnya.

2. Budget tercantum belum pernah digunakan.

3. Total Budget sebesar 27.500.000

Tanggal Pengajuan : 14-Apr-26

Diajukan oleh,

Product Executive

Mengetahui,

Product Manager

Di koreksi oleh,

Marketing Support

Mengetahui,

MMS

Menyetujui,

Marketing Director

RINCIAN PLAN PENGGUNAAN PROMAT GIMMICK TOTE BAG ALL PRODUCT PSYCHIATRY

NO.	JENIS KEGIATAN	KET	BULAN	FREKUENSI	ESTIMASI PESERTA	ESTIMASI QTY PULPEN
1	RTD	RTD PE 1	Apr-Dec 2026	12	25	300
2		RTD PE 2	Apr-Dec 2026	12	25	300
3		RTD PE 3	Apr-Dec 2026	12	25	300
4	PP	PP PE 1	Apr-Dec 2026	24	15	360
5		PP PE 2	Apr-Dec 2026	24	15	360
6		PP PE 3	Apr-Dec 2026	24	15	360
7	JV	JV PE 1	Apr-Dec 2026	3	61	183
8		JV PE 2	Apr-Dec 2026	3	61	183
9		JV PE 3	Apr-Dec 2026	3	61	183
10	Grand Total				181	2,529

ARTWORK DESIGN STANDARD



PT. MERSIFARMA TIRMAKU MERCUSANA
DEPARTEMEN PACKAGING DEVELOPMENT

TOTEBAG ALL PRODUCT PSYCHIATRY

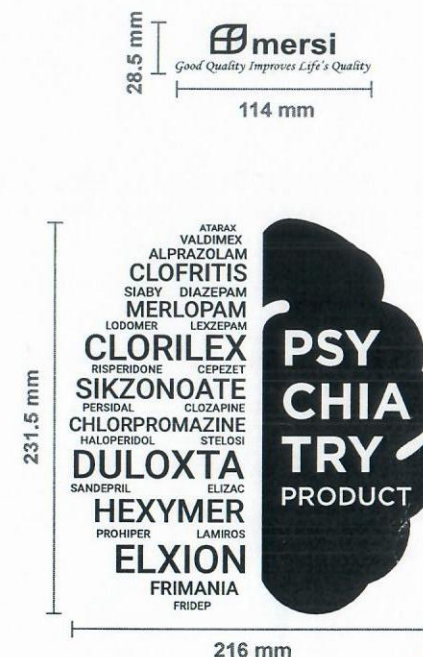
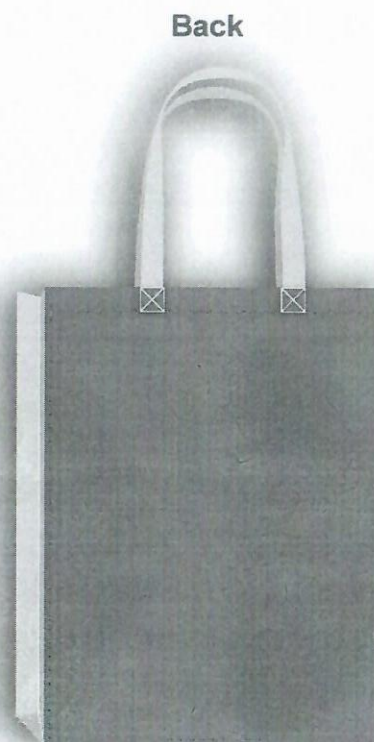
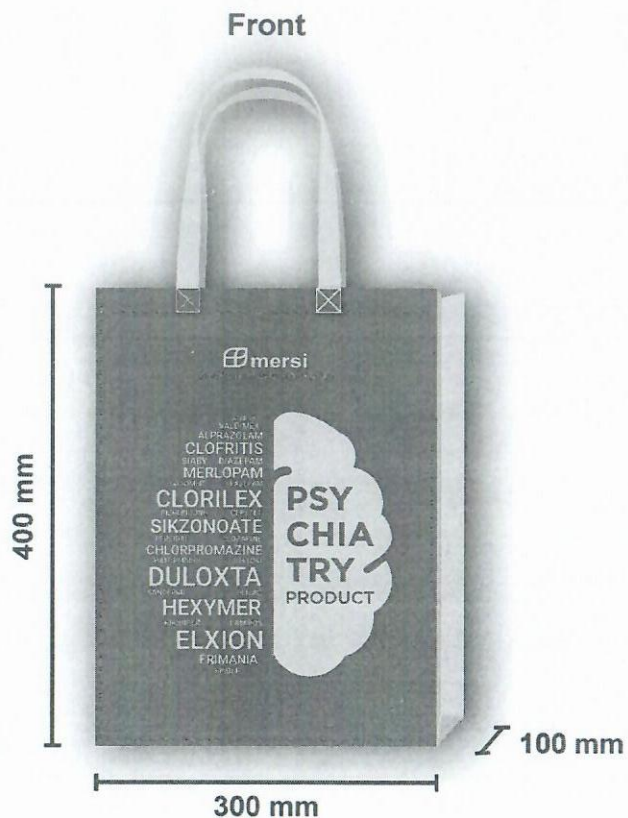
Dimension / size (30 x 10 x 40 cm)

Material	Vernish	Quantity
D600		

Front Side			Back Side	Mersi Address
Type Font			Type Font	Type Font
Event Name	Tagline Font	Another Font	Another Font	Another Font
-	-	-	-	-
-	-	-	-	-

Date of use: _____
(DD-MM-YYYY)

SKETCHES



Not at scale - size in cm

Logo Front Side					Color Process	Offset Code	Material Code
					Sablon		
	C: 76 M: 12 Y: 35 K: 0	C: 6 M: 6 Y: 13 K: 0					
	Finishing : Sablon						

Release	Drawing by	Approved by
Date	6/4/26	Marketing
Signature		
Name	Nabila	



 mersi

Good Quality Improves Life's Quality

ATARAX
VALDIMEX
ALPRAZOLAM
CLOFRITIS
SIABY DIAZEPAM
MERLOPAM
LODOMER LEXZEPAM
CLORILEX
RISPERIDONE CEPEZET
SIKZONOATE
PERSIDAL CLOZAPINE
CHLORPROMAZINE
HALOPERIDOL STELOSI
DULOXTA
SANDEPRIL ELIZAC
HEXYMER
PROHIPER LAMIROS
ELXION
FRIMANIA
FRIDEP

**PSY
CHIA
TRY
PRODUCT**

