

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 : PULPEN MERSI

QUANTITY : 3000

MATERIAL PROMAT :

KETERANGAN : Pulpen untuk kebutuhan event

BUDGET PROMAT : MAILER RIBAN (MKTMER26-PR009) Rp.12.000.000 ✓

B. RENCANA PENGGUNAAN PROMAT

NO	NAMA PROMAT	QTY	KETERANGAN PENGGUNAAN	PERIODE
1	Pulpen Mersi	500	Makassar Cardiology	Ags-2026
2	Pulpen Mersi	500	PIR Joglosemar	Ags-2026
4	Pulpen Mersi	500	Malang Cardiology	Okt-2026
5	Pulpen Mersi	1000	KONAS	Nov-26
6	Pulpen Mersi	500	SUNSHINE	Jan-26
TOTAL		3,000		

C. INFORMASI STOCK PROMAT

PENGGUNAAN PROMAT**

** isi dengan promat dengan type / jenis yang sama

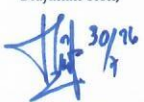
NO	NAMA PROMAT	QTY STOCK AKHIR	QTY PENGGUNAAN	TOTAL	AVG	KETERANGAN
1						
2						
3						
4						
5						
6						
7						
8						
TOTAL		0	0	0		

ANALISA AJUAN

*diisi oleh Marketing Support

- Belum pernah ada riwayat pembuatan gimmick / promat ini.
- Budget tercantum masih tersedia

Tanggal Pengajuan : Kamis, 30 Juli 2026

Diajukan oleh,

Product Executive

Mengetahui,

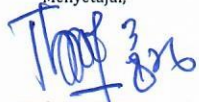
Product Manager

Di koreksi oleh,

Marketing Support

Mengetahui,

MMS

Menyetujui,

Marketing Director

ARTWORK DESIGN STANDARD PULPEN

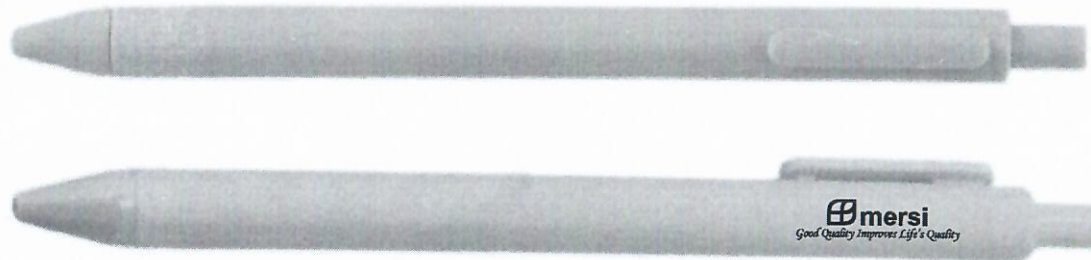


PULPEN MERSI - MERCURY		
Dimension / size (Px L) - cm		
Material	Vernish	Quantity
-	-	-

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

Date of use: 28/07/26
(DD-MM-YYYY)

SKETCHES



0,65 cm 
Good Quality Improves Life's Quality
2,6 cm

Handwritten signature and date: 24/7/26

Not at scale - size in cm

 Cut	Logo Front Side	 WHITE	 ROYAL BLUE	Color Process	Offset Code	Material Code
						
	14 mm x 4 mm (PxL)					
Finishing: SABLON						

Release	Drawing by	Approved by	
Date	28/07/26	Marketing	
Signature			
Name	-ry		