

No : 069/PM MERCURY/MKT/MD/V/2026
Kepada : Finance Dept.
Cc. Yth : DMD, MD, VP, Purchasing Dept, Marketing Support
Dari : Putri Ayu – PE Mercury;
Perihal : Register Dokter Event The 35th Annual Scientific Meeting of Indonesian Heart Association (ASMIHA 35 th)
Hari/Tanggal : Senin, 15 Juni 2026

Bersama dengan memo dinas ini kami mengajukan permohonan dana untuk support dokter di kegiatan event The 35th Annual Scientific Meeting of Indonesian Heart Association (ASMIHA 35 th) yang akan dilaksanakan pada:

Nama acara / Event : Annual Scientific Meeting of Indonesian Heart Association (ASMIHA 35 th)
Tempat : Intercontinental Jakarta Pondok Indah
Tanggal : 16 Juli 2026
Support diajukan : **Registration Women Cardiology Bundling Workshop Rp6.300.0000**
Total Biaya Yang di ajukan : Rp6.300.000

Tujuan dari mengajukan support tersebut adalah:

1. Memulai hubungan dengan dokter Kardiologis
2. Menambah user baru untuk spesialis dokter kardiologi di area Jabodetabek
3. Memaintain dan meningkatkan values sales Mercury dengan detail sbb.

Divisi	Rata-rata sales perbulan	Estimasi Sales	Growth
Mercury	Rp 502.933	Rp 5.275.000	948.85%

Benefit support ini:

1. Mendapatkan user kardiologis baru yang potensial
2. Meningkatkan brand awareness kepada dokter spesialis kardiologi untuk produk PT Mersifarma terutama produk Riban, Antirol, Miniaspi

Adapun dengan rincian biaya support tersebut, sebagai berikut:

Nama	Spesifikasi	Harga	Informasi Rekening	PIC	Keterangan
Support Registration Women Cardiology Bundling Workshop	Registration Symposium Fee + 1st workshop	6.300.000	Bank Mandiri No VA 88908019742070299 a.n PERKI	FIN	Pembayaran sebelum tanggal 20-18 Juni 2026 jam 15.51
GRAND TOTAL SUPPORT		6.300.000			

Demikian permohonan ini kami ajukan dan besar harapan kami agar permohonan ini dapat diberikan persetujuan. Terima kasih atas perhatian dan persetujuannya

Hormat Saya,

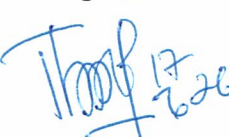
Mengetahui

Menyetujui

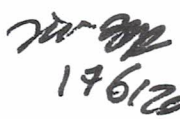

Putri Ayu
PE


Yohana M
PM


A.N Toni
Sales Manager
Mercury


Thomas Dewa
Marketing
Director


Bambang S
Sales Director


Matthew Yap
Vice President

Support tersebut menggunakan budget event mercury 2025 sbb:

1. PURPLE DAY (MKTMER26-MA004) Rp25.000.000

~~World Parkinson's Day (MKTMER26-MA006) Rp 22.000.000~~

4th Global Conclave on ~~MAKTMER 26-MA007~~ Rp 40.000.000
Neurology and Neurological Disorders



LAMPIRAN KEGIATAN MARKETING

No. : MA202606-21
Tgl Ajuan : 11 Jun 2026
Jenis Kegiatan : OTHERS
Nama Kegiatan : Register Dokter ASMIHA
Tgl Kegiatan : 15 Jul 2026 s/d 15 Jul 2026
Estimasi Biaya : Rp 6,300,000
Target Sales : Rp 5,275,000

Divisi : MERCURY
Regional : REGIONAL 3
Area : JAKTIM + BEKASI
Rayon : • BEKASI TIMUR + CIBITUNG + CIKARANG + KARAWANG + CIKAMPEK + PURWAKARTA

TARGET SALES :

NO	KODE	NAMA PRODUK	AVG SALES	QTY	HNA	TARGET SALES	GROWTH
1	ANT1801001	ANTIROL SOFT CAPSULE	0	5	248,000	1,240,000	0%
2	RIB1810002	RIBAN 20	0	5	672,000	3,360,000	0%
3	MIN301011	MINIASPI 80/30	502,933	30	22,500	675,000	34%
			502,933			5,275,000	

MONITORING APOTIK :

NO	NAMA OUTLET	ALAMAT OUTLET
1	RS. KARYA MEDIKA 1 BEKASI	JL.RAYA IMAM BONJOL NO.98 CIKARANG BARAT BEKASI
2	RS. SILOAM SENTOSA BEKASI	JL.PAHLAWAN NO.60KEL.DURENJAYA KEC.BEKASI TIMURBEKASI 10730

ANALISA KEGIATAN :

Estimasi Biaya : Rp 6,300,000
Ratio Biaya Terhadap Sales : 1,252.65%
Avg Sales 3 Bulan Terakhir : Rp 502,933
Target Sales Setelah Event : Rp 5,275,000
Growth : 948.85%

Proposed by

PE	
Ditandatangani secara elektronik : 2026-06-11 17:51:55	

Approved by

PM	
MM	



PESERTA KEGIATAN MARKETING

No. : MA202606-21
Jenis Kegiatan : OTHERS
Nama Kegiatan : Register Dokter ASMIHA
Tgl Kegiatan : 15 Jul 2026 s/d 15 Jul 2026

NO	ID MD	NAMA USER / CUSTOMER	SPEC	CLASS	INSTITUSI	NO. HP	JML VISIT
1		NOLLY OCTAVIANUS HABEL RANTUNG	CARDIOLOGIST	BC	RS. KARYA MEDIKA 1 BEKASI		12

BIAYA KEGIATAN ILMIAH
3.000.000
3.000.000
3.000.000
6.000.000
3.300.000
6.000.000
30.300.000

Women Cardiology Bundling Workshop

This special bundle package gives you access to the online symposium along with selected workshop sessions—perfect for participants seeking both valuable insights and workshop experience. Limited seats available.

Bundle discount applied: Rp500.000

Select your workshop: If a workshop has a required workshop, it will be selected automatically. When both are selected, you get an additional discount of Rp500.000.

Financial Literacy for Medical Doctors

Thursday, 16 July 2026 • 09:00 - 12:00

Rp2.000.000

Cardio-Obstetrics Bootcamp: Cardiovascular Drugs & Multidisciplinary Care in Pregnancy

Thursday, 16 July 2026 • 13:00 - 17:00

Rp2.000.000

Order Summary

SYMPOSIUM	
Price	Rp3.500.000
Discount (10%)	-Rp350.000
Subtotal	Rp3.150.000
WORKSHOPS	
Total workshop price	Rp4.000.000
Financial Literacy for Medical Doctors	Rp2.000.000
Cardio-Obstetrics Bootcamp: Cardiovascular Drugs & Multidisciplinary Care in Pregnancy	Rp2.000.000
Discount workshop bundle	-Rp500.000
After bundle discount	Rp3.500.000
Discount (10%)	-Rp350.000
Workshop subtotal	Rp3.150.000
Total price	Rp7.500.000
Total Discount	-Rp1.200.000
Total to pay	Rp6.300.000

Pay Now



PERKI

English

Order Summary

Invoice #: 001132

Pay before June 20, 2026 at 3:51 PM

Virtual Account Number

88908019742070299

Virtual Account Name

PERKI

Amount to Pay

IDR 6.300.000



Total Amount Due

IDR 6.300.000

Protect Yourself Against Fraud

Ensure the merchant's name, payment amount and details are correct.
Always check before proceeding with payment.

LIVIN BY MANDIRI

ATM