

|                   |                    |       |                        |
|-------------------|--------------------|-------|------------------------|
| TANGGAL PENGAJUAN | Jan 14 2025 2:14PM | EVENT | POPUP STORE-XYAQ07A2KJ |
|-------------------|--------------------|-------|------------------------|

| DATA ACARA             |                       | DATA ACARA          |                           |
|------------------------|-----------------------|---------------------|---------------------------|
| NAMA ACARA             | POPUP BY FS PALU      | TARGET ACARA        | Rp.70,000,000             |
| LOKASI ACARA           | PALU GRAND MALL       | PERIODE ACARA       | 2025-01-13 S/D 2025-02-12 |
| KOTA                   | PALU                  | DURASI ACARA        | 30 HARI                   |
| ESTIMASI BARANG DAGANG | 1,000 PCS             | LUAS AREA           | 12 METER PERSEGI          |
| DISCOUNT ACARA         | 10_HAPPY_PRICE_30_GRC | BIAYA SEWA          | Rp14,430,000              |
| JUMLAH CREW            | 2 ORANG               | BIAYA SEWA PERHARI  | Rp.481,000                |
| ALAT TRANSAKSI         | POS                   | BIAYA SEWA PERMETER | Rp.40,083                 |

KEBUTUHAN

| SUPPORT MEDIA DISPLAY |        |     | DETAIL BARANG DAGANG |           |      |     |
|-----------------------|--------|-----|----------------------|-----------|------|-----|
| ALAT                  | JUMLAH | KET | ASAL TOKO            | JUMLAH    | DEPT | KET |
| TSTAND                |        |     | FS PALU              | 1,000 PCS |      |     |
| HANGBAR               |        |     |                      |           |      |     |
| WAGON                 |        |     |                      |           |      |     |
| HANGER                |        |     |                      |           |      |     |
| TSTAND                |        |     |                      |           |      |     |
| RAK DISPLAY           |        |     |                      |           |      |     |
| SET KOMPUTER KASIR    |        |     |                      |           |      |     |
| TABLE                 |        |     |                      |           |      |     |
| PATUNG                |        |     |                      |           |      |     |
| KARPET                |        |     |                      |           |      |     |
| LAINNYA               |        |     | TOTAL BARANG         | 1,000 PCS |      |     |

TARGET & DETAIL BIAYA

| TARGET               | Rp.70,000,000 |                | DETAIL CREW           |         |            |        |
|----------------------|---------------|----------------|-----------------------|---------|------------|--------|
| BIAYA SEWA           | Rp.14,430,000 |                | JUMLAH CREW           | 2 ORANG | 2 EXISTING | 0 BARU |
| SALARY CREW          | Rp.0          |                | UMK                   | Rp.0    |            |        |
| BIAYA EXPEDISI       | 0             |                | DURASI EVENT          | 30 HARI |            |        |
| BIAYA MEDIA PROMO    | Rp0           | TANPA FLYERING | ESTIMASI SALARY PER H | Rp.0    | PERBANTUAN |        |
| BIAYA OPERASIONAL    | Rp600,000     |                | JUMLAH OFF            | HARI    | PERBANTUAN |        |
| BIAYA LAINNYA        | Rp400,000     |                | TOTAL HARI PER CREW   | 30 HARI | PERBANTUAN |        |
| ESTIMASI BIAYA       | Rp15,830,000  |                | RINCIAN BIAYA CREW    | Rp.0    | PERBANTUAN |        |
| ESTIMASI PROFIT/LABA |               |                | TOTAL BIAYA PER CREW  | Rp.0    | PERBANTUAN |        |
| UANG DEPOSIT         |               |                | TARGET SEBAR FLYER    |         |            |        |
| RASIO BUDGET VS TARG | 22.6%         |                | TARGET KENAIKAN TRAF  |         |            |        |

Mengajukan

Mengajukan

Mengajukan

Mengetahui

Mengetahui

Mengetahui

Mengetahui

Menyetujui

Menyetujui

Menyetujui