

2024 First Half

Semister Plans

Plan Name	Company Name	Exercises	Expected Budget	Budget	Actual Budget	Date	Expected Duration	Actual Duration
T123-I marketing Activity	SDAMA MAROC	Implementation of new Isuzu Service Contracts Genuine & Service parts campaigns Isuzu Service vehicle stripping (Branded vehicles) Customer giveaways IDS Improvements Aftersales Marketing Material Parts display Annual dealers meeting Top 10 fleet customers challenge Top 6 sub-dealers challenge SDAMA parts team challenge Isuzu wholesalers support SIAM Exhibition Event SDAMA network event	JYP 1092819	JYP 319000	JYP 0	2024-01-01 2024-12-31	365 Days	Plan is Completed

Plan Name	Company Name	Exercises	Expected Budget	Budget	Actual Budget	Date	Expected Duration	Actual Duration
2024 Marketing Plan-Term 1 (Generalized)	QAT	Retainer fees Branding Fleet Clients Campaign New Showroom Launching Campaign Driver Safety Campaign KHCF sponsorship April 2024 May 2024 June 2024 July 2024 August 2024 September 2024	JYP 205070	JYP 205061	JYP 0	2024-04-01 2024-09-30	182 Days	Plan is Completed
T123-I marketing Activity	IMPEX	OOH Digital SMS	JYP 52999	JYP 0	JYP 0	2024-04-01 2024-09-30	182 Days	Plan is Completed
T123-I marketing Activity	OTE	Digital Media Website Maintenance and update Customer Meet Showroom Branding OOH 6P Marketing Activity Isuzu Pylon	JYP 86775	JYP 28825573	JYP 0	2024-04-01 2024-09-30	182 Days	Plan is Completed

Plan Name	Company Name	Exercises	Expected Budget	Budget	Actual Budget	Date	Expected Duration	Actual Duration
T123-I marketing Activity	MSRYB	April 2024- Social Media Activities PR Coverage BTL Business Directory 2024 May 2024 Social Media Coverage June 2024 Social Media Coverage July 2024 Social Media Coverage Aug 2024 Social Media Coverage IGP victory- Aug 2024 Sep 2024- Social Media Activities Acrylic Display stand for showroom display Complementary Gift- for customer Customer giveaway	JYP 31541	JYP 16356	JYP 0	2024-04-01 2025-03-31	364 Days	2024-03-31

Plan Name	Company Name	Exercises	Expected Budget	Budget	Actual Budget	Date	Expected Duration	Actual Duration
T123-I marketing Activity	JMTC	New Showroom Social Media Advt Magazine & Online Advt Newspaper Advt Online Advt TV Sponsorship New Show room Signange / Branding	JYP 311000	JYP 54000	JYP 0	2024-04-01 2024-09-30	182 Days	2024-09-30
T123-I marketing Activity	Yemco	Customer Giveaways Search Engine Marketing (SEO) Showroom branding Sales promotions Social media advertising	JYP 440000	JYP 0	JYP 0	2024-04-01 2024-09-30	182 Days	2024-09-30
T123-I marketing Activity	BMSC	Ramadan Campaign Ramadan Ghabga May day activity Frezer Chiller Campaign New C &E Launch & customer meet Factory visit Trade-in campaign Always on - Digital & Social Media Showroom Branding	JYP 101100	JYP 1298214	JYP 0	2024-04-01 2024-09-30	182 Days	2024-09-30

Plan Name	Company Name	Exercises	Expected Budget	Budget	Actual Budget	Date	Expected Duration	Actual Duration
T123-I marketing Activity	Genavco	Social Media Incentive Trip - Thailand Focus Campaign - Media, Print, Value Fabricator Review Top 10 Customer Appreciation Market Research CRM Other	JYP 1250000	JYP 143955	JYP 0	2024-04-01 2024-09-30	182 Days	2024-09-30
T123-I marketing Activity	Zamzam	Showroom Branding Social Media Platforms Giveaways	JYP 52000	JYP 0	JYP 0	2024-04-01 2024-09-30	182 Days	2024-09-30
T123-I marketing Activity	AUM	New branch ceremony inauguration opening campaign for a new showrooms Ramdan Campaign Hajj campaign National Day camaign Whatsapp API & E-mail Automation activation Paid Media (SEM)	JYP 395000	JYP 0	JYP 0	2024-04-01 2024-09-30	182 Days	2024-09-30