

2024 First Half

Semister Plans

Plan Name	Company Name	Exercises	Expected Budget	Budget	Actual Budget	Date	Expected Duration	Actual Duration
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T123-I marketing Activity	SDAMA MAROC	Implementation of new Isuzu Service Contracts	JYP 1092819	JYP 319000	JYP 0	2024- 01-01 2024- 12-31	365 Days	Plan is not Completed
		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						

2024 Marketing Plan-Term 1 (Generalized)	QAT	Retainer fees	JYP 205070	JYP 205061	JYP 0	2024-04-01 2024-09-30	182 Days	Plan is not Completed
		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						
T123-I marketing Activity	IMPEX	OOH Digital SMS	JYP 52999	JYP 0	JYP 0	2024-04-01 2024-09-30	182 Days	Plan is not 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 not Completed
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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	2024-09- 18
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T123-I marketing Activity	JMTC	New Showroom	JYP 311000	JYP 54000	JYP 0	2024-04-01 2024-09-30	182 Days	2024-09-16
		Social Media						
		Advt Magazine & Online						
		Advt Newspaper						
		Advt Online						
		Advt TV						
		Sponsorship						
T123-I marketing Activity	Yemco	New Show room Signange / Branding	JYP 440000	JYP 0	JYP 0	2024-04-01 2024-09-30	182 Days	2024-09-16
		Customer Giveaways						
		Search Engine Marketing (SEO)						
		Showroom branding						
		Sales promotions						
		Social media advertising						

T123-I marketing Activity	BMSC	Ramadan Campaign	JYP 101100	JYP 1298214	JYP 0	2024-04-01 2024-09-30	182 Days	2024-09-16
		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						
T123-I marketing Activity	Genavco	Social Media	JYP 1250000	JYP 143955	JYP 0	2024-04-01 2024-09-30	182 Days	2024-09-16
		Incentive Trip - Thailand						
		Focus Campaign - Media, Print, Value						
		Fabricator Review						
		Top 10 Customer Appreciation						
		Market Research						
		CRM						
		Other						

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- 16
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- 16