

2025 First Half

Semester Plans

Plan Name	Company Name	Budget	Expected Cost	Dealer Cost	Support Amount	Plan Timeline	Plan Duration	Status
FY 2025 Marketing Term 1 (Apr-Sept)	BMSC	May 2025 June 2025 July 2025 August 2025 September 2025 April 2025	JYP 6	JYP 2,013	JYP 0	2025-04-01 2025-09-30	182 Days	Plan is n Comple
FY 2025 Marketing Term 1 (Apr-Sept)	MSRYB	April 2025 May 2025 June 2025 July 2025 August 2025 September 2025 AUTOMOTIVE FLEET AUTO SHOW	JYP 3,006	JYP 0	JYP 0	2025-04-01 2025-09-30	182 Days	Plan is n Comple
FY'25 Marketing Term 1 (Apr-Sept)	IIF	Website Driver Safety Awareness Campaign	JYP 14,000,000	JYP 26,000,000	JYP 13,000,000	2025-04-01 2025-09-30	182 Days	Plan is n Comple

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FY 2025 Marketing Plan-Term 124I (April-Sep)	QAT	Tactical Campaigns Ramadan Campaign Branding Campaigns Whatsapp Chatbot Social Media Contests Social Media Influencers Collaborations Ammon News Collaboration Sports Sponsorships Al-Aman Fund (CSR) Fleet Visits Campaign & B2B DM Kits Giveaways April Activities May Activities June Activities July Activities August Activities September Activities	JYP 62,179,523	JYP 0	JYP 0	2025-04-01 2025-09-30	182 Days	Plan is n Comple
FY 2025 Marketing Plan-Term 124I (April-Sep)	Genavco	April Social Media Platforms May Social Media Platforms June Social Media Platforms July Social Media Platforms August Social Media Platforms September Social Media Platforms Focus Campaign - Media, Print, Value Fabricator Review Branding/Gifts/POS etc S/Room Branding	JYP 7,920,000	JYP 0	JYP 0	2025-04-01 2025-09-30	182 Days	Plan is n Comple

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FY 2025 Marketing Plan-Term 124I (April-Sep)	Zamzam	April Social Media Platforms	JYP 70,000	JYP 0	JYP 0	2025-04-01 2025-09-30	182 Days	Plan is n Comple
FY 2025 Marketing Plan-Term 124I (April-Sep)	United Motors	April Social Media Platforms May Social Media Platforms	JYP 220,000	JYP 0	JYP 0	2025-04-01 2025-09-30	182 Days	Plan is n Comple
FY 2025 Marketing Plan-Term 124I (April-Sep)	Tractafric Motors Maroc	SIAM Exhibition Annual Isuzu Dealers event	JYP 565,000	JYP 139,800	JYP 0	2025-04-01 2025-09-30	182 Days	Plan is n Comple
FY 2025 Marketing Plan-Term 124I (April-Sep)	Yemco	April Social Media Platforms	JYP 70,000	JYP 0	JYP 0	2025-04-01 2025-09-30	182 Days	Plan is n Comple
FY 2025 Marketing Plan-Term 124I (April-Sep)	IMPEX	May Activities April Activities June Media July Media August Social Media Platforms September Social Media Platforms	JYP 8,665,000	JYP 0	JYP 0	2025-04-01 2025-09-20	172 Days	Plan is n Comple
FY 2025 Marketing Plan-Term 124I (April-Sep)	New East	April Social Media Platforms Riyadh Outdoors Neweast Riyadh showroom 3S Neweast Riyadh Grand Opening Service Campaign Service Campaign	JYP 106,758,060	JYP 2,886,948,201	JYP 0	2025-04-01 2025-09-30	182 Days	Plan is n Comple

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FY 2025 Marketing Plan-Term 1 (Apr-Sep)	JMTC	April 2025 MAY 2025 June 2025	JYP 7,704,000	JYP 7,552,000	JYP 0	2025-04-01 2025-09-30	182 Days	Plan is n Comple