

2024 Second Half

Semister Plans

Plan Name	Company Name	Exercises	Expected Budget	Budget	Actual Budget	Date	Expected Duration	Actual Duration
2024 Marketing Plan-Term 2 (Generalized)	QAT	Testimonial Campaign Tactical Campaign Branding Campaign Rugby Sponsorship Driver Safety Awareness Campaign Educational Campaign (Trucks drivers) Fleets Campaign (FSP) October 2024 November 2024 December 2024 January 2025 February 2025 March 2025	JYP 7544400	JYP 0	JYP 0	2024-10-02 2025-03-30	179 Days	Plan is not Completed