

# 2024 Second Half

## Semister Plans

Plan Name	Company Name	Budget	Dealer Cost	Support Amount	Plan Timeline	Plan Duration	Status	
2024 Marketing Plan-Term 2 (Generalized)	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 October	JYP 2092819	JYP 319000	JYP 0	2024-10-01 2025-03-31	181 Days	Plan is not Completed

Plan Name	Company Name	Budget	Dealer Cost	Support Amount	Plan Timeline	Plan Duration	Status	
Customer Testimonial Videos	JMTC		JYP 0	JYP 0	JYP 0	2024-07-01 2024-07-31	30 Days	Plan is not Completed
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 1450	JYP 0	2024-10-02 2025-03-30	179 Days	Plan is not Completed
2024 Marketing Plan-Term 2 (Generalized)	Zamzam	October November December January 2025 February 2025 March 2025	JYP 6200000	JYP 0	JYP 0	2024-10-01 2025-03-31	181 Days	Plan is not Completed
2024 Marketing Plan-Term 2 (Generalized)	IMPEX	October 2024 November 2024 December 2024 January 2025 February 2025 March 2025	JYP 4500000	JYP 0	JYP 0	2024-10-01 2025-03-15	165 Days	Plan is not Completed

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2024 Marketing Plan-Term 2 (Generalized)	Yemco	October 2024 November 2024 December 2024 January 2025 February 2025 March 2025	JYP 30000	JYP 0	JYP 0	2024-10-01 2025-03-31	181 Days	Plan is not Completed
2024 Marketing Plan-Term 2 (Generalized)	BMSC	October 2024 November 2024 December 2024 January 2025 February 2025 March 2025	JYP 12000	JYP 0	JYP 0	2024-10-01 2025-03-31	181 Days	Plan is not Completed
2024 Marketing Plan-Term 2 (Generalized)	MSRYB	October 2024 November 2024 December 2024 January 2025 February 2025 March 2025 MARKETING EXPENSE PLAN - ISUZU TERM 123 – II	JYP 16750095	JYP 270	JYP 0	2024-10-01 2025-03-31	181 Days	Plan is not Completed
test plan	5v	test	JYP 12	JYP 0	JYP 0	2024-11-11 2024-02-22	-263 Days	Plan is not Completed
service cam	New East		JYP 0	JYP 0	JYP 0	2024-12-09 2024-12-31	22 Days	Plan is not Completed