

WEEKLY / MONTHLY MARKETING MANAGER'S REPORT

Date of entry:

Name of the Marketing Manager:

Week & Month _____

Name of the Order Taker /
Sales Officer (S.O)

Distributor:

Zone & Area:

Details of Marketing Executives / Team Leaders:

Name of Team Leader	Name of S.O	No. of handbills distributed	No of testers distributed	No. of Posters / Banners / Panaflex placed	No. of booking	No of Shop calls made	No of Sales Executed

Details of Products:

Bio Quick Facial Booking	No of Sale Executed	Bio Parisa B.C Booking	No of Sale Executed	Aseel Hair Oil Booking	No of Sale Executed	Removia H.R Lotion Booking	No of Sale Executed

Cost v/s returns

Cost	Name of Product	Value
Cost on salary of Sales Officer (Order Taker) 15000		
Cost on salary of Marketing Manager		
Cost on helpers _____ nos	Bio Quick Beauty Facial	30000
Cost on stay / hoteling for _____ nights		
Cost on conveyance (complete visit)	Bio Parisa Beauty Care	30000
Cost on meals & refreshments		
Cost on phone calls	Aseel Hair Oil	
Cost on testers		
Cost on bannering, postering, handbills	Removia H.R Lotion	
Cost on newspaper insertion		
Misc Expenses	Other	
Total cost on Direct Marketing 15,000.00	Total sales executed through Direct Marketing	60,000.00

Total billing through Marketing Manager from "Direct Marketing".

15,000.00

% of cost v/s billing

25 %

Remarks / Suggestions

Target for the next week / month

Achievement % of last week / month

Sign of the Marketing Manager

Attach a separate sheet for marketing plan for the next week / month

Sign of Director Sales & Marketing