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Section	Procedures	Document	Process Owner															
28.1.0	<p>SCOPE</p> <p>This written instructions set out the policies & procedures for Sales and Marketing.</p>																	
28.2.0	<p>OBJECTIVES</p> <p>The objectives of these instructions are:-</p>																	
28.2.1	<p>To outline the policies involved for the Sales and Marketing process.</p>																	
28.2.2	<p>To maintain procedures in ensuring the continuity of the current profit margin of Edaran.</p>																	
28.2.3	<p>To minimise fraudulent sales and prevent attempts to behave dishonestly.</p>																	
28.2.4	<p>To outline the policies on Acceptance of Sales</p>																	
28.3.0	<p>ABBREVIATIONS</p>																	
28.3.1	<p>The abbreviations for documents referred to in these instructions herein are as follows:</p> <table><tr><td>Document Name</td><td>Abbreviation</td><td>Exhibit</td></tr><tr><td>Marketing Proposal</td><td>MP</td><td></td></tr><tr><td>Sales Brief</td><td>SB</td><td></td></tr><tr><td>Purchase Order</td><td>PO</td><td></td></tr><tr><td>Letter of Award</td><td>LA</td><td></td></tr></table>	Document Name	Abbreviation	Exhibit	Marketing Proposal	MP		Sales Brief	SB		Purchase Order	PO		Letter of Award	LA			
Document Name	Abbreviation	Exhibit																
Marketing Proposal	MP																	
Sales Brief	SB																	
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28.3.2	<p>The abbreviations for Job Titles referred to in these instructions herein are as follows:</p> <table><tr><td>Abbreviation</td><td>Title in Full</td></tr><tr><td>MC</td><td>Management Committee</td></tr><tr><td>MD</td><td>Managing Director</td></tr><tr><td>ED</td><td>Exercutive Director</td></tr><tr><td>CEO</td><td>Chief Exercutive Officer</td></tr><tr><td>GM</td><td>General Manager</td></tr><tr><td>HRM</td><td>Human Resource Manager</td></tr><tr><td>SM</td><td>Sales Manager</td></tr><tr><td>KAM</td><td>Key Account Manager</td></tr><tr><td>AP</td><td>Accounts Personnel</td></tr><tr><td>AM</td><td>Account Managers</td></tr><tr><td>SP</td><td>Sales Personel</td></tr><tr><td>LO</td><td>Legal Officer</td></tr><tr><td>GCBM</td><td>Group Corporate Budget and Reporting Manager</td></tr><tr><td>CCU</td><td>Commercial Contract Unit</td></tr></table>	Abbreviation	Title in Full	MC	Management Committee	MD	Managing Director	ED	Exercutive Director	CEO	Chief Exercutive Officer	GM	General Manager	HRM	Human Resource Manager	SM	Sales Manager	KAM	Key Account Manager	AP	Accounts Personnel	AM	Account Managers	SP	Sales Personel	LO	Legal Officer	GCBM	Group Corporate Budget and Reporting Manager	CCU	Commercial Contract Unit		
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28.4.0	PROCESS FLOW																																
28.5.0	POLICIES																																
28.5.1	Every staff in the Sales and Marketing department is encouraged to contribute practical and constructive marketing ideas for the Company.																																
28.5.2	There should be a pr-set target for percentage of margin for each sales																																
28.5.2.1	The pre-set margin must be stated in the SB and duly authorized																																

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28.5.2.2	Every Sales that is to be transacted must prepare and submit the SB as per the exhibit to the relevant authority level.	SB	SP
28.5.3	<i>Sales Commission and Incentive</i>		
28.5.3.1	The names of the individual eligible for the Sales Commission / Incentive and Overriding Commission must be clearly stated in the Sales Brief (SB)		
28.5.3.2	The Rate and Ratio of the Sales Commission, Overriding Commission and the Incentives shall be set by the Company, and shall be reviewed at least once in a financial year by the MC.		MC
28.5.3.3	The Sales Commission and Incentive Scheme The MC shall develop the Sales Commission and Incentive Scheme at least once in a financial year. It may also be reviewed regularly by the Management. Amongst others, the scheme shall laid down the followings : a) Sales Volume Target (Quota) allocated to every Company within the Group as well as every Sales Personnel b) The Rate of Sales Commission and Entitlement c) The Ratio of Overriding Commission d) The Term of Payment e) Incentive		MC
28.5.4	Upon approval by the MC, the HRM shall issue a letter to individual Sales Personnel on their Sales Target and Scheme. The HRM shall compile, records and monitor the performance of the Sales Personnel and reports to the MD.		HRM HRM

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28.5.5	The Calculation of the Commission figure must be independently done and prepared by the AP.	SB	SP
28.5.6	<p>The calculation of commission entitlement shall based on the calculation of Net Margin that is independently prepared by the AP. The calculation is as follows :</p> <hr/> <p>Sales or Contract Value</p> <p>Less :</p> <ul style="list-style-type: none"> a) Purchases – Equipment/ Hardware/ Software b) Maintenance/ Engineering Costs c) External Commission/ Introducer Fee d) Cabling Costs etc. e) Freight, Transportation Costs f) Insurance g) Finance Charges (Overdraft, LC, Trust Receipt etc.) h) Marketing and Entertainment Costs directly identified to the Sales (on case to case basis) i) Contingencies (on case to case basis) j) LAD (cause by the Sales Personnel – on case to case basis) <hr/> <p>Net Margin</p> <hr/>		
28.5.7	The Sales Personnel are not encourage to undertake or accept the Sales/Projects that the Margins are below 10% unless it can be justified and agreed by the appropriate approving authority as per the item 28.6.2.4 or as per the SOP 27 - LOA (Item No.4).		
28.5.8	The AP is responsible for the recording, as well as the Payment of the Sales Commission Amount.		

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Section	Procedures	Document	Process Owner
28.6.0	Procedures		
28.6.1	<i>Marketing</i>		
28.6.1.1	The AM, KAM, SM shall contribute practical and constructive marketing ideas for Edaran in the form of MP.	MP	AM, KAM, SM
28.6.1.2	The GM - Sales shall review the idea(s) contained in the MP and provide feedback to the AM, KAM, SM involved.	MP	GM - Sales
28.6.1.3	Upon approval of the GM - Sales, the MP shall be brought up to the CEO for final decision and implementation.	MP	CEO
28.6.2	Acceptance of Sales / Project / Tender Award		
28.6.2.1	The SP or AM, KAM, SM, GM-Sales shall prepare the SB for every sales that is to be transacted and submit the SB to the relevant authority level as per SOP 28.6.2.4 for approval to accept the Sales / Project / Tender Award.	SB	SP / AM / KAM / SM / GM
28.6.2.2	The SB is as per the exhibit		
28.6.2.3	The names of the people eligible for Sales Commission and Overriding Commission must be clearly identified and stated in the SB.	SB	SP / AM / KAM / SM / GM
28.6.2.4	Approving Authority Level – Margin (as declared in the SB) by value of sales Sales value below RM100K Level of Approval a) X < 10% CEO b) X > 10% GM X = Margin as declared in the SB.		

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	<p>Sales value above RM100K and below RM1 million</p> <p>a) $X < 15\%$ GM</p> <p>b) $X > 15\%$ SM / KAM</p> <p>Sales value above RM 1 million and below RM 5 million</p> <p>a) $X < 15\%$ KAM</p> <p>b) $X > 15\%$ GM</p> <p>All Sales / Contract / LA / PO value above RM 5 million, please refer to SOP 20 – Tendering (Item 20.7.0 to 20.7.2)</p> <p>X = Margin as declared in the SB.</p>		
28.6.2.5	For Sales / Project / Tender Award value above RM 10 million the Sales Personnel must also observe SOP 20 – Tendering (Item 20.7.0 to 20.7.2).		
28.6.2.6	The respective Sales Personnel must submit the duly authorized SB to the AP for the preparation of Sales Commission.	SB	SP / AM / KAM / SM / GM
28.6.2.7	The Sales and Marketing Personnel must file their Sales Activity Report accordingly for reference and audit trails.		
28.6.2.8	Upon confirmation of the Sales / Project / Tender, the Sales Personnel shall retain 1 copy of the TD, PO, LA, Contract and the SB; forward copies of the TD, contract and LA to the LO, and PO to be CCU and forward copy of the SB to the GCBM.		

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28.6.3	<i>Sales Incentive Scheme</i>		
28.6.3.1	Sales Commission and Incentive shall be calculated by the AP according to the guidelines or scheme developed by the Management.		
28.6.3.2	The AP shall record the Sales Commission Amount and process the Sales Commission.		
28.7.0	APPENDICES		

Edaran Digital Systems Berhad Company :		Department	Quotation/Contract Reference	Date																																																
Customer Name & Address		Customer No. <div style="border: 1px solid black; width: 60px; height: 15px;"></div>	Customer PO No.	Date of PO																																																
		Delivery Address	Job/Order No. <div style="border: 1px solid black; width: 60px; height: 15px;"></div>	Sales/Project/Job/Order Type <div style="display: flex; justify-content: space-between;"><div><input type="checkbox"/> Engineering <input type="checkbox"/> Project <input type="checkbox"/> Maintenance/Service <input type="checkbox"/> Computer Hardware/Software <input type="checkbox"/> Telecommunication <input type="checkbox"/> Others (please specify)</div><div><input type="checkbox"/> Product/Equipment Supply <input type="checkbox"/> Variation Order (VO) <input type="checkbox"/> Back To Back Arrangement</div></div>																																																
Mode of Delivery <div style="display: flex; justify-content: space-between;"><div><input type="checkbox"/> Local Delivery <input type="checkbox"/> Sea</div><div><input type="checkbox"/> Air <input type="checkbox"/> Others</div></div>		Term of Payment (please specify)																																																		
Person In charge : <div style="display: flex; justify-content: space-between;"><div>Name</div><div>Designation</div><div>Date</div></div>																																																				
Details of the Sales/Project : <div style="text-align: right;">Eligibility of Commission Sales Commission : Name Overriding Commission : Name <input type="checkbox"/> Pre-determined Vendor/Partner (Y - Yes N - No)</div>																																																				
Project Time Line Duration : Start Date : Completion Date : Warranty Period :																																																				
GROSS MARGIN ESTIMATE: Contract/Sales Amount RM _____ Less : Discount (if any) RM _____ Total Costs * RM _____ - As per Cost Estimation below Margin RM _____ % of Net Order Value/Contract Amount																																																				
COST ESTIMATE <table border="1" style="width: 100%; border-collapse: collapse;"><thead><tr><th style="width: 40%;">Major Items (Describe)</th><th style="width: 20%;">Cost of Purchase Foreign Currency</th><th style="width: 20%;">Currency Rate</th><th style="width: 20%;">Total Costs RM</th></tr></thead><tbody><tr><td>1) Equipment/Hardware/Software Costs</td><td>_____</td><td>_____</td><td>_____</td></tr><tr><td>2) Sub-Contract Costs</td><td>_____</td><td>_____</td><td>_____</td></tr><tr><td>3) Maintenance/Engineering Costs</td><td>_____</td><td>_____</td><td>_____</td></tr><tr><td>4) Cabling Works etc.</td><td>_____</td><td>_____</td><td>_____</td></tr><tr><td>5) Freight / Transportation & Insurance</td><td>_____</td><td>_____</td><td>_____</td></tr><tr><td>6) Finance Charges / LC / TR</td><td>_____</td><td>_____</td><td>_____</td></tr><tr><td>7) Marketing & Entertainment Costs Directly identified to the Sales</td><td>_____</td><td>_____</td><td>_____</td></tr><tr><td>8) Contingencies / Others e.g. LAD</td><td>_____</td><td>_____</td><td>_____</td></tr><tr><td>9) External Commission/ Introducer Fee</td><td>_____</td><td>_____</td><td>_____</td></tr><tr><td>10) As per List Attached</td><td>_____</td><td>_____</td><td>_____</td></tr><tr><td>TOTAL COSTS *</td><td>=====</td><td>=====</td><td>=====</td></tr></tbody></table>					Major Items (Describe)	Cost of Purchase Foreign Currency	Currency Rate	Total Costs RM	1) Equipment/Hardware/Software Costs	_____	_____	_____	2) Sub-Contract Costs	_____	_____	_____	3) Maintenance/Engineering Costs	_____	_____	_____	4) Cabling Works etc.	_____	_____	_____	5) Freight / Transportation & Insurance	_____	_____	_____	6) Finance Charges / LC / TR	_____	_____	_____	7) Marketing & Entertainment Costs Directly identified to the Sales	_____	_____	_____	8) Contingencies / Others e.g. LAD	_____	_____	_____	9) External Commission/ Introducer Fee	_____	_____	_____	10) As per List Attached	_____	_____	_____	TOTAL COSTS *	=====	=====	=====
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Approval : As per the SOP 28 - Sales & Marketing / SOP 27 - LOA Comments/Remarks : <div style="display: flex; justify-content: space-between; margin-top: 10px;"><div>Name : _____ Designation : _____ Department : _____</div><div>_____ _____ _____</div></div>																																																				