

First Imrooz Modaraba

Marketing Policy

OBJECTIVE

Following policies and procedures are devised for the delivery of excellent services necessary to achieve the vision as a dynamic and creative environment focused on the Modaraba's success.

MARKETING & SALES

The Marketing and Sales Department serves customers mainly industrial consumers by identifying and supplying them raw materials. Their needs are met by providing materials through ex-stock sales.

The General Manager Sales & Marketing is Process Owner for activities performed at Karachi and Lahore.

SALES PLANNING

The overall Sales Planning at departmental level is done by GM Sales & Marketing. In the last quarter of the year planning is carried out for the next coming year. The GM Sales & Marketing initiates the process by taking inputs from:

- Business Manager of each business group regarding past sales trends, competitor's market share, product life cycle, industry and market trends.
- Company's Principals for their sales objectives for the next year, new developments and plans.
- Modaraba's Top Management for organization strategic objectives such as new market development and enhancement of market share.

The Sales Plan is developed which specifies overall sales targets for the year along with their staggered allocation for each quarter. The GM Sales & Marketing takes approval of planning from Co-chief Executives. After approval the plan is communicated to the respective Business Managers for execution.

PERFORMANCE MONITORING AGAINST SALES PLAN

Monitoring of performance against the Sales Plan is done on monthly basis by the respective Business Manager. Apart from the above mentioned ongoing monitoring of sales performance against the targets the management reviews the performance of each business unit in Quarterly Sales Meeting. The respective Business Manager presents the analysis/figures in the meeting. In

the meeting the causes for deviations from the plan are ascertained and necessary corrective action is suggested.

The minutes of Sales Meeting is maintained as record by GM Sales & Marketing.

DETERMINATION AND EXECUTION OF CUSTOMER REQUIREMENTS

The requirements from the customers related to indenting or ex-stock sales are received by the respective Business Manager/ Sales Executive. At inquiry stage, it is ensured that the complete requirements are determined. If not already clear, the Business Manager/ Sales Executive determine through phone/ fax/ letter/ e-mail / meeting, requirements

REVIEW OF CUSTOMER REQUIREMENTS

Before submitting a quotation/ offer or before agreeing to a contract/ order, the GM Sales & Marketing/ Business Manager/ Senior Sales & Marketing Manager ensure that Product and Service requirements have been fully identified and all differences are resolved. In case of verbal orders customer requirements are confirmed preferably by fax/ email otherwise by verbal means.

QUOTATION

The concerned Business Manager/ Sales Executive prepare Quotation (if required by the customer). One copy of Quotation is sent to the customer and office copy is maintained as record.

Order confirmation is received from the customer through phone/ fax/ mail, which is reviewed by concerned Business Manager for conformity with the quotation.

ORDER EXECUTION

After finalization of order, Delivery Order is prepared by the respective Sales Manager which specifies the details of items to be delivered to customer, quantity, rate and credit limit. After approval of Delivery Order by GM Sales & Marketing its copy is sent to the Finance Department for issuance of Delivery Challan. Materials are issued by Warehouse after receipt of delivery challan from the Finance Department.

If a material is required to be dispatched from Lahore Warehouse, the order information is communicated to Lahore Office through Fax/ e-mail. From Lahore Office the order is processed.

DETERMINING CUSTOMER SATISFACTION

Customer satisfaction regarding products and services is determined through Customer feedback. It is the responsibility of GM Sales & Marketing and Senior Manager Sales & Marketing (Lahore) in their respective areas to send and

collect Customer Feedback form after every six months to atleast 50 % customers of last one year. The feedback from Principals is taken once every year.

Feedback can be taken either by visiting the customer or by sending and receiving the form through fax/ e-mail etc.

CUSTOMER COMPLAINT HANDLING

Customer Complaints are received and recorded on 'Customer Complaint Form by the concerned Sales Executive/ any member of top management. All customer complaints are given due importance. The filled complaint form is forwarded to GM Sales & Marketing/ Senior Manager Sales & Marketing for initiating corrective action.

APPROVED AND ADOPTED