

BUILT FOR IT.™



Yellow Blood Winner 2018

February 2019

Document Confidentiality Level:

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Background :

Yellow Blood Program is a program organized by Caterpillar and ExxonMobil to reward the achievement of sales that have been carried out by all CAT Asia Pacific Dealers. Every dealer at the beginning of the year is given a sales target where in 2018 Trakindo have achieved 3.21ML Cat oil & CAT Grease volume for Oct 2018 YTD, which is 7% above Oct 2017 YTD.

And the winner for this Yellow Blood Program is calculated based on most sales growth for CAT Oil & CAT Grease from the previous year

Yellow Blood Winner :

Trip to Perth :

Akbar Saleh – South Kalimantan

Endy Christian Siregar – South Sumatera

Electronic Gift :

Arifuddin Rumallang – South Kalimantan

Yesi Anggreini – East Java

Syahrul Fihri – South Kalimantan

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Participants for Trip to Perth :

Participants would be 4 persons :

- 2 Person Winner
- 2 Person Companion (1 from Marketing & 1 from Sales)

Itinerary & Schedule :

	26-Mar-19	27-Mar-19	28-Mar-19	29-Mar-19
	Tuesday	Wednesday	Thursday	Friday
AM	Staggered Arrivals	Best Practise Sharing	Group Activity	Departures
PM			Free & Easy	
EVENING	Welcome Dinner (Cocktail starts @ 6.00pm) (Dinner starts @ 6.30pm)	Free & Easy	Gala Dinner	

Source of Fund :

- Accommodation : full by CAT & ExxonMobile
- Transportation : USD 700.00/participant by CAT & ExxonMobile

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