**营运部发【2018】 207 号 签发人:李坚
太极天胶2018年11月26日—12月31日门店动销方案**

一：活动目的：增强片区凝聚力，提高片区天胶销售份额

二：活动时间：2018年11月26日——2018年12月31日

三：活动门店：所有直营门店

四: 活动品种：天胶

五、活动主题：天胶门店动销

六：活动细则：

a、为了保证片区天胶PK效果，提高各门店天胶销售份额，**现每周对各店进行考核，未达成每周销售盒数的门店需按10元/盒交纳成长基金给公司**，具体门店周动销售盒数见下表：

b、活动期间连锁需为天胶在各门店进行多点且醒目陈列。
c、此方案每周进行核算，结果活动结束后统一通报。（最后一周考核时间为12月24-31日）

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| **门店动销盒数（按周考核）**

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| --- | --- | --- | --- |
| **门店ID** | **门店名称** | **片区名称** | **目标盒数/周** |
| 329 | 四川太极温江店 | 城郊二片区 | 2 |
| 351 | 四川太极都江堰药店 | 城郊二片区 | 2 |
| 754 | 四川太极崇州市崇阳镇尚贤坊街药店 | 城郊二片区 | 1 |
| 704 | 四川太极都江堰奎光路中段药店 | 城郊二片区 | 2 |
| 52 | 四川太极崇州中心店 | 城郊二片区 | 2 |
| 367 | 四川太极金带街药店 | 城郊二片区 | 2 |
| 101453 | 四川太极温江区公平街道江安路药店 | 城郊二片区 | 2 |
| 587 | 四川太极都江堰景中路店 | 城郊二片区 | 2 |
| 738 | 四川太极都江堰市蒲阳路药店 | 城郊二片区 | 2 |
| 56 | 四川太极三江店 | 城郊二片区 | 2 |
| 54 | 四川太极怀远店 | 城郊二片区 | 4 |
| 104428 | 四川太极崇州市崇阳镇永康东路药店 | 城郊二片区 | 1 |
| 710 | 四川太极都江堰市蒲阳镇堰问道西路药店 | 城郊二片区 | 1 |
| 713 | 四川太极都江堰聚源镇药店 | 城郊二片区 | 1 |
| 755 | 四川太极温江区柳城街道鱼凫路药店 | 城郊二片区 | 1 |
| 104838 | 四川太极崇州市崇阳镇蜀州中路药店 | 城郊二片区 | 1 |
| 706 | 四川太极都江堰幸福镇翔凤路药店 | 城郊二片区 | 1 |
| **合计** |  |  | **29** |
| 341 | 四川太极邛崃中心药店 | 城郊一片区 | 4 |
| 385 | 四川太极五津西路药店 | 城郊一片区 | 2 |
| 514 | 四川太极新津邓双镇岷江店 | 城郊一片区 | 2 |
| 746 | 四川太极大邑县晋原镇内蒙古大道桃源药店 | 城郊一片区 | 1 |
| 721 | 四川太极邛崃市临邛镇洪川小区药店 | 城郊一片区 | 1 |
| 748 | 四川太极大邑县晋原镇东街药店 | 城郊一片区 | 1 |
| 716 | 四川太极大邑县沙渠镇方圆路药店 | 城郊一片区 | 2 |
| 549 | 四川太极大邑县晋源镇东壕沟段药店 | 城郊一片区 | 2 |
| 539 | 四川太极大邑县晋原镇子龙路店 | 城郊一片区 | 2 |
| 594 | 四川太极大邑县安仁镇千禧街药店 | 城郊一片区 | 2 |
| 717 | 四川太极大邑县晋原镇通达东路五段药店 | 城郊一片区 | 2 |
| 591 | 四川太极邛崃市临邛镇长安大道药店 | 城郊一片区 | 2 |
| 720 | 四川太极大邑县新场镇文昌街药店 | 城郊一片区 | 1 |
| 732 | 四川太极邛崃市羊安镇永康大道药店 | 城郊一片区 | 2 |
| 102567 | 四川太极新津县五津镇武阳西路药店 | 城郊一片区 | 2 |
| 371 | 四川太极兴义镇万兴路药店 | 城郊一片区 | 1 |
| 102564 | 四川太极邛崃市临邛镇翠荫街药店 | 城郊一片区 | 2 |
| 104533 | 四川太极大邑县晋原镇潘家街药店 | 城郊一片区 | 2 |
| **合计** |  |  | **33** |
| 517 | 四川太极青羊区北东街店 | 城中片区 | 2 |
| 337 | 四川太极浆洗街药店 | 城中片区 | 2 |
| 373 | 四川太极通盈街药店 | 城中片区 | 1 |
| 742 | 四川太极锦江区庆云南街药店 | 城中片区 | 1 |
| 308 | 四川太极红星店 | 城中片区 | 2 |
| 578 | 四川太极成华区华油路药店 | 城中片区 | 2 |
| 355 | 四川太极双林路药店 | 城中片区 | 2 |
| 744 | 四川太极武侯区科华街药店 | 城中片区 | 2 |
| 515 | 四川太极成华区崔家店路药店 | 城中片区 | 1 |
| 349 | 四川太极人民中路店 | 城中片区 | 1 |
| 747 | 四川太极郫县郫筒镇一环路东南段药店 | 城中片区 | 1 |
| 511 | 四川太极成华杉板桥南一路店 | 城中片区 | 1 |
| 572 | 四川太极郫县郫筒镇东大街药店 | 城中片区 | 1 |
| 102935 | 四川太极大药房连锁有限公司青羊区童子街药店 | 城中片区 | 2 |
| 102479 | 四川太极锦江区劼人路药店 | 城中片区 | 1 |
| 391 | 四川太极金丝街药店 | 城中片区 | 2 |
| 723 | 四川太极锦江区柳翠路药店 | 城中片区 | 1 |
| 718 | 四川太极龙泉驿区龙泉街道驿生路药店 | 城中片区 | 1 |
| 102478 | 四川太极锦江区静明路药店 | 城中片区 | 1 |
| **合计** |  |  | **27** |
| 750 | 成都成汉太极大药房有限公司 | 东南片区 | 4 |
| 571 | 四川太极高新区民丰大道西段药店 | 东南片区 | 4 |
| 712 | 四川太极成华区华泰路药店 | 东南片区 | 2 |
| 387 | 四川太极新乐中街药店 | 东南片区 | 4 |
| 707 | 四川太极成华区万科路药店 | 东南片区 | 2 |
| 546 | 四川太极锦江区榕声路店 | 东南片区 | 1 |
| 724 | 四川太极锦江区观音桥街药店 | 东南片区 | 1 |
| 399 | 四川太极高新天久北巷药店 | 东南片区 | 1 |
| 377 | 四川太极新园大道药店 | 东南片区 | 1 |
| 584 | 四川太极高新区中和街道柳荫街药店 | 东南片区 | 1 |
| 598 | 四川太极锦江区水杉街药店 | 东南片区 | 1 |
| 737 | 四川太极高新区大源北街药店 | 东南片区 | 1 |
| 573 | 四川太极双流县西航港街道锦华路一段药店 | 东南片区 | 1 |
| 743 | 四川太极成华区万宇路药店 | 东南片区 | 1 |
| 733 | 四川太极双流区东升街道三强西路药店 | 东南片区 | 1 |
| 740 | 四川太极成华区华康路药店 | 东南片区 | 1 |
| 103639 | 四川太极成华区金马河路药店 | 东南片区 | 1 |
| 753 | 四川太极锦江区合欢树街药店 | 东南片区 | 1 |
| 545 | 四川太极龙潭西路店 | 东南片区 | 1 |
| 104430 | 四川太极高新区中和大道药店 | 东南片区 | 1 |
| **合计** |  |  | **31** |
| 307 | 四川太极旗舰店 | 旗舰片 | 55 |
| **合计** |  |  | **55** |
| 582 | 四川太极青羊区十二桥药店 | 西北片区 | 4 |
| 343 | 四川太极光华药店 | 西北片区 | 4 |
| 365 | 四川太极光华村街药店 | 西北片区 | 2 |
| 581 | 四川太极成华区二环路北四段药店（汇融名城） | 西北片区 | 2 |
| 585 | 四川太极成华区羊子山西路药店（兴元华盛） | 西北片区 | 2 |
| 730 | 四川太极新都区新繁镇繁江北路药店 | 西北片区 | 4 |
| 513 | 四川太极武侯区顺和街店 | 西北片区 | 2 |
| 359 | 四川太极枣子巷药店 | 西北片区 | 2 |
| 102934 | 四川太极大药房连锁有限公司金牛区银河北街药店 | 西北片区 | 2 |
| 726 | 四川太极金牛区交大路第三药店 | 西北片区 | 2 |
| 709 | 四川太极新都区马超东路店 | 西北片区 | 2 |
| 379 | 四川太极土龙路药店 | 西北片区 | 2 |
| 357 | 四川太极清江东路药店 | 西北片区 | 2 |
| 103198 | 四川太极大药房连锁有限公司青羊区贝森北路药店 | 西北片区 | 2 |
| 311 | 四川太极西部店 | 西北片区 | 2 |
| 745 | 四川太极金牛区金沙路药店 | 西北片区 | 1 |
| 347 | 四川太极清江东路2药店 | 西北片区 | 1 |
| 570 | 四川太极青羊区浣花滨河路药店 | 西北片区 | 1 |
| 102565 | 四川太极武侯区佳灵路药店 | 西北片区 | 1 |
| 727 | 四川太极金牛区黄苑东街药店 | 西北片区 | 1 |
| 339 | 四川太极沙河源药店 | 西北片区 | 1 |
| 752 | 四川太极大药房连锁有限公司武侯区聚萃街药店 | 西北片区 | 1 |
| 103199 | 四川太极大药房连锁有限公司成华区西林一街药店 | 西北片区 | 1 |
| 104429 | 四川太极武侯区大华街药店 | 西北片区 | 1 |
| 741 | 四川太极成华区新怡路店 | 西北片区 | 1 |
| **合计** |  |  | **70** |

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主题词： 天胶 动销 通知

太极大药房营运部 2018年 11月 27日印发

打印：刘美玲 核对：谭莉杨 （共印1份）