**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）**   |  |  |  |  | | --- | --- | --- | --- | | **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）