

Carjen Food Sdn. Bhd.

Jom Rasa Roadshow Report

VENUE : Caltex, R & R Restaurant Jejantas Air Keroh
DATE : 7th June 2014 & 8th June 2014
TIME : 12.00pm – 9.00pm

Prepared by
Darren Yeo Chee Hong

TEAM MEMBER

Team Leader : 1. Nesh Pillay

2. Alan Chong

Sales Promoter : 1. Zainah Chua (Cooking Demo)

2. Yong Chan Chuen

3. Darren Yeo

4. Fatin

5. Nadia

6. Aidil (JJ Mascot)

Freelance DJ : Dino

Driver : Fahmee



Key Activities

- ❖ Dry Product Sampling
- ❖ Wet Product Sampling
- ❖ Sales Promotion
- ❖ J.J. Mascot Show Time

Achievements

R&R Restaurant Jejantas Air Keroh

First Day

Goody Bag Sold : 500

Second Day

Goody Bag Sold : 543

Total Sales : RM 10430.00



Jom Rasa Roadshow Venue
R&R Restaurant Jejantas Air Keroh
Main View
7th June, 2014 to 8th June, 2014
12.00pm to 9.00pm





DJ, Dino is humour guy. He making the roadshow enjoyable & fantastic.



Roadshow No 1 promoter, Fatin is earnest giving briefing to customer .



Customer is satisfied with our promotional package and ready to pay for the price.

Hardworking man, Yong is giving explanation to customer product price.



Our chef, Zainah Chua look like really enjoy for cooking wet sampling. She did a good job.



They never miss out any chance to promote our product to customer.



Hey! Come and received free gift here.





Wow, good sales strategic.
We promote our products to tour bus people.
Don't miss any opportunity.



Show time. Curious shoppers are attracted by the appearance of J.J. Mascot and keep as memorable photo.

Conclusion

- Thanks for our team member for making this roadshow meaningful and achieved a good sales.
- The cooperation & commitment from each of them are the key of the successful.



Thank you