



PROMOTIONS AND DISCOUNTS POLICY AND PROCEDURES

Purpose

The Promotions and Discounts Policy at Trendie provides a structured framework for the planning, approval, execution, and evaluation of all promotional activities and discount offerings. The policy aims to ensure these activities effectively drive customer engagement, boost sales, and uphold Trendie's brand integrity. It also outlines clear procedures to maintain consistency, compliance, and financial accountability in all promotional efforts.

Scope

This policy is applicable to all promotional activities and discounts offered by Trendie, including but not limited to sales events, special offers, coupons, and loyalty programs. It covers the roles and responsibilities of the marketing, sales, finance, and customer service teams in the development, approval, implementation, and monitoring of these initiatives.

Policy Statement

Trendie is committed to providing promotions and discounts that deliver tangible value to our customers, align with our marketing objectives, and reinforce our brand's reputation. All promotions and discounts should be strategically planned, effectively executed, and thoroughly evaluated to ensure they meet set objectives without compromising Trendie's brand value or financial stability.

Promotions and Discounts Principles

- **Value Proposition:**

Each promotion or discount must offer genuine benefits to customers, enhancing their overall experience and encouraging repeat business. Promotions should be designed to create a compelling value proposition that differentiates Trendie in the marketplace.

- **Clarity and Transparency:**

All promotional offers and discounts must be communicated to customers in a clear, transparent, and unambiguous manner. This includes ensuring all terms and conditions are easily understandable and accessible.



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- **Compliance:**

All promotional activities and discounts must adhere to relevant Australian laws and regulations, including the Australian Consumer Law, to protect consumer rights and ensure ethical business practices.

- **Budget Adherence:**

All promotions and discounts must be planned within the allocated budget to maintain financial responsibility and avoid any negative impact on the company's financial health.

- **Brand Integrity:**

All promotional activities must align with Trendie's brand values, avoiding any actions that could diminish the perceived value of our products or services. Promotions should enhance, not dilute, the brand image.

- **Customer Satisfaction:**

Promotions and discounts should aim to improve customer satisfaction and foster loyalty by providing real and meaningful benefits.

Promotions and Discounts Procedures

- **Planning:**

- Promotions and discounts must be planned collaboratively by the marketing and sales teams, with input from finance and customer service as needed.
- The planning phase should include setting clear objectives, identifying the target audience, defining timelines, and establishing budgetary constraints.
- A detailed promotional plan, including expected outcomes, should be documented and submitted for review.

- **Approval:**

- All promotions and discounts must undergo a rigorous approval process.
- The proposed promotion or discount must be reviewed by key stakeholders, including the Marketing Manager, Sales Manager, and Finance Department, to ensure alignment with strategic goals and financial feasibility.

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- Approval should be documented, and any modifications to the original plan must be noted and re-approved.
- **Implementation:**
 - Once approved, the promotion or discount should be implemented according to the agreed-upon plan.
 - Relevant departments, including customer service and retail staff, must be informed and trained on the specifics of the promotion to ensure seamless execution.
 - All marketing materials and point-of-sale systems should be updated to reflect the promotion details.
- **Communication:**
 - Clear and compelling communication materials must be developed to promote the discount or promotional activity.
 - This includes creating advertising content, in-store signage, online content, social media posts, and email campaigns.
 - All customer-facing communication must include the promotion's terms and conditions in a straightforward manner to avoid customer confusion.
- **Monitoring and Adjustment:**
 - The performance of the promotion must be continuously monitored using key metrics such as sales increases, customer engagement, and redemption rates.
 - Adjustments should be made in real-time if the promotion is not meeting expectations or if unforeseen issues arise.
 - A post-promotion analysis should be conducted to assess the effectiveness and identify lessons learned for future promotions.



Evaluation and Reporting

- At the conclusion of the promotion, a comprehensive evaluation should be conducted to measure its success against the original objectives.
- A report should be prepared and submitted to management, outlining the promotion's impact on sales, customer engagement, and brand perception.
- Insights gained from this evaluation will be used to refine future promotional strategies and improve overall effectiveness.

Compliance

All employees involved in the planning, approval, and implementation of promotions and discounts are required to comply with this policy. Failure to adhere to the policy may result in disciplinary action, up to and including termination of employment. Any non-compliance should be reported immediately to the relevant department manager for investigation and corrective action.

Review

This policy will undergo an annual review to ensure it remains relevant and effective in achieving Trendie's objectives. The review process will consider feedback from key stakeholders, changes in industry best practices, and legal or regulatory updates. Any amendments to the policy will be communicated to all relevant employees and stakeholders to ensure continued compliance and alignment with Trendie's goals.