

# 2024 Second Half

## Semester Plans

Plan Name	Company Name	Exercises	Expected Budget	Budget	Actual Budget	Date	Expected Duration	Actual Duration
Customer Testimonial Videos	JMTC		JYP 0	JYP 0	JYP 0	2024-07-01 2024-07-31	30 Days	Plan is not Completed
2024 Marketing Plan-Term 2 (Generalized)	QAT	Testimonial Campaign Tactical Campaign Branding Campaign Rugby Sponsorship Driver Safety Awareness Campaign Educational Campaign (Trucks drivers) Fleets Campaign (FSP) October 2024 November 2024 December 2024 January 2025 February 2025 March 2025	JYP 7544400	JYP 0	JYP 0	2024-10-02 2025-03-30	179 Days	Plan is not Completed
2024 Marketing Plan-Term 2 (Generalized)	Zamzam	October November December January 2025 February 2025 March 2025	JYP 21000	JYP 0	JYP 0	2024-10-01 2025-03-31	181 Days	Plan is not Completed

<b>Plan Name</b>	<b>Company Name</b>	<b>Exercises</b>	<b>Expected Budget</b>	<b>Budget</b>	<b>Actual Budget</b>	<b>Date</b>	<b>Expected Duration</b>	<b>Actual Duration</b>
2024 Marketing Plan-Term 2 (Generalized)	IMPEX	October 2024 November 2024 December 2024 January 2025 February 2025 March 2025	JYP 21000	JYP 0	JYP 0	2024-10-01 2025-03-15	165 Days	Plan is not Completed
2024 Marketing Plan-Term 2 (Generalized)	Yemco	October 2024 November 2024 December 2024 January 2025 February 2025 March 2025	JYP 30000	JYP 0	JYP 0	2024-10-01 2025-03-31	181 Days	Plan is not Completed
2024 Marketing Plan-Term 2 (Generalized)	BMSC	October 2024 November 2024 December 2024 January 2025 February 2025 March 2025	JYP 12000	JYP 0	JYP 0	2024-10-01 2025-03-31	181 Days	Plan is not Completed
2024 Marketing Plan-Term 2 (Generalized)	MSRYB		JYP 0	JYP 0	JYP 0	2024-10-01 2025-03-31	181 Days	Plan is not Completed
2024 Marketing Plan-Term 2 (Generalized)	MSRYB	October 2024 November 2024 December 2024 January 2025 February 2025 March 2025	JYP 12000	JYP 0	JYP 0	2024-10-01 2025-03-31	181 Days	Plan is not Completed