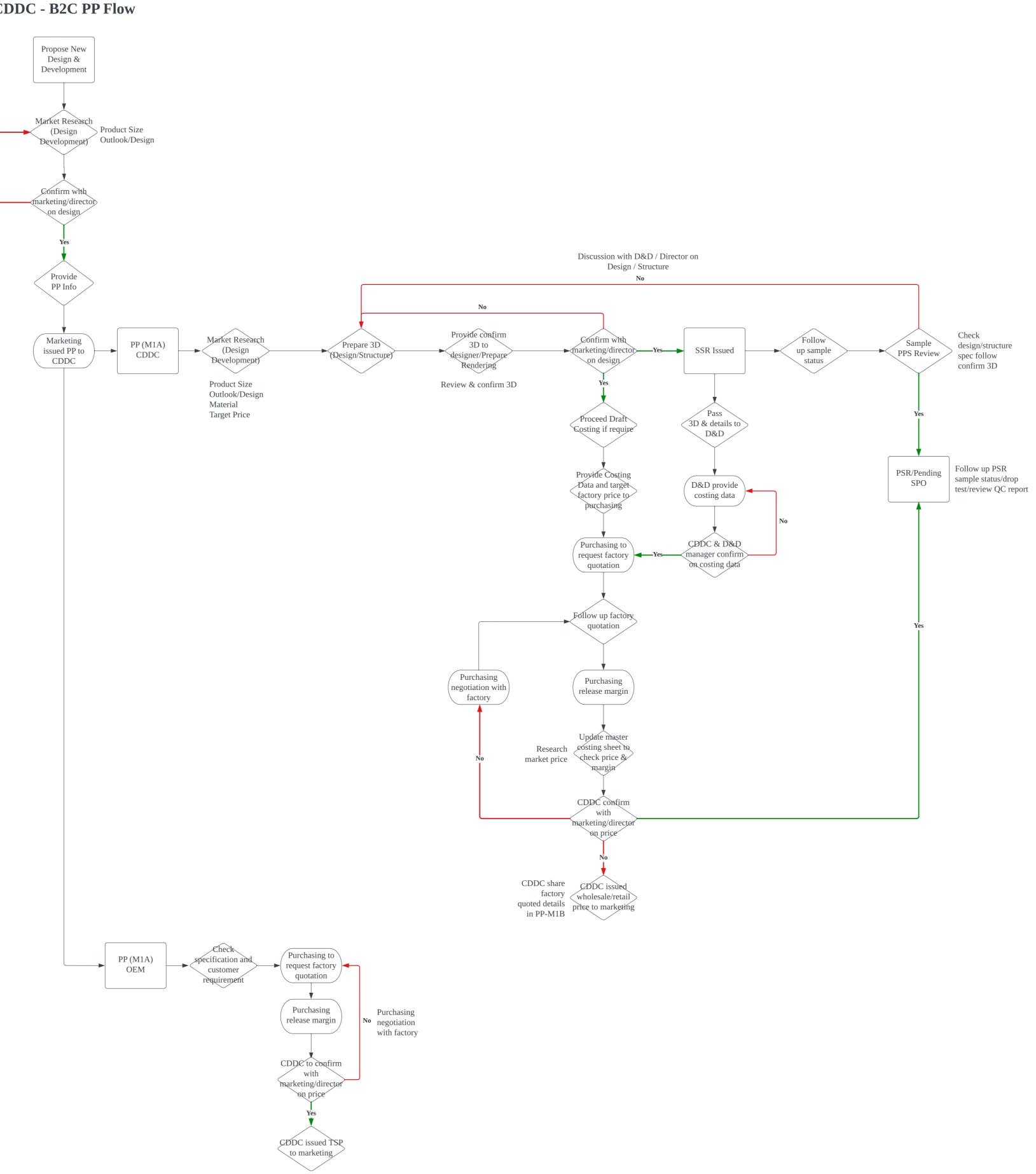


## **CDDC - B2C PP Flow**





## **CDDC - B2C Promotion/Markdown**





Check current retail price / wholesale price / Margin / Discount % / Stock Qty / Monthly Sales / Market Research Competitor Pricing

Discussion with Pricing/Margin

Get Approval on Promotion — marketing/director on from marketing manager/director/Finance Manager/Purchasing Manager