IM_MK26007

ALLU

INTERNAL MEMO: ALLU THAILAND

Date : 24 JUNE, 2026
Program Name : ALLU TH - SAMEDAY BOOKING Bonus Program
Coverage : All Stores - Thailand
Category : All Categories
Period : Always On (unless revised through a new Internal Memo)

Objective

This program is designed to encourage customers to complete same-day bookings and visits by providing an additional incentive for confirmed same-day transactions.
The objectives are to:

- Increase same-day appointment conversion
- Encourage walk-in and same-day booking customers
- Reduce delayed appointments and customer drop-off
- Support store teams in improving daily transaction performance

Program Mechanism

- Category : All Categories
- Minimum Transaction : N/A
- Requirement :Customer completes successful transaction on the same day as booking
- Bonus :
  - Cash Bonus THB 150 - min purchase THB 5,500
  - Cash Bonus THB 550 - min purchase THB 18,000

Terms & Conditions

1. This program is applicable to customers who make a **same-day appointment booking** and complete the transaction on the same day.
2. Customers must complete the transaction after the same-day booking confirmation.
3. Customers who reschedule the appointment to another date are not eligible for this bonus.
4. Cash Bonus will be provided after a successful transaction.
5. Not applicable for returned or cancelled transactions.
6. This program cannot be combined with other promotional programs, unless stated otherwise.
7. This program is valid at all ALLU stores in Thailand.
8. This program is **Always On**, unless revised or discontinued through a new Internal Memo.
9. ALLU reserves the right to revise, suspend, or discontinue this program in case of misuse or violation.

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