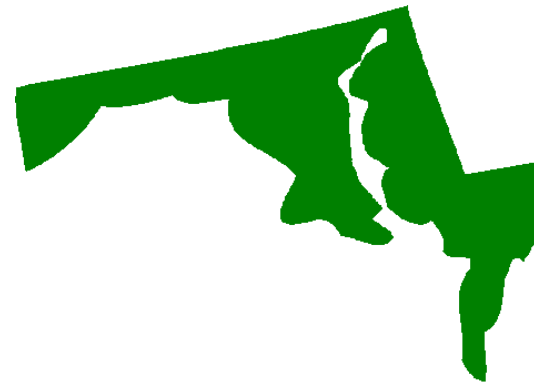


# Kawasaki Sales Rewards Maryland



Proposed Funding and Payment Options to Comply With Maryland Law

# Funding Methods

## Dealer Principal Debit Card



- Awards rerouted from participants to dealer principals debit card.
- Dealer principal uses funds from debit card to distribute awards.

## Dealer Principal “Bank”



- Award amounts for participants added to dealer principal’s account.
- Dealer principal uses funds from account to distribute awards.

# Payment Methods

## Custom Gift Card



- Gift cards ordered with existing tool.
- Cards distributed by hand.
- Recipients not tracked.

## Personalized Gift Card



- Personalized gift cards ordered with new tool.
- Cards distributed by mail.
- Recipients and amounts tracked.

## Sales Rewards Debit Card



- Funds transferred to participants' existing Kawasaki Debit Cards by Dealer Principals using the existing adjustment tool.
- No additional cards to create.
- Recipients and amounts tracked.

# Option 1 – DP Debit Card-Funded Custom Gift Cards

1



Awards sent to MD participants



Awards rerouted to DP's card



DP uses card to purchase gift cards



DP distributes cards manually

## Dealer Principal Debit Card



## Custom Gift Cards



## Development

- Award process modified to reroute MD participants' awards to their DP's card.
- All other functionality leverages existing tools:
  - DP can determine award activity using the Awards Activity drilldown.
  - DP can order custom gift cards using the existing tool and pay with their Kawasaki Sales Rewards debit card.

## Administration

- Funding transactions will be associated with the DP. This could be a problem to address.
- There will be no association between gift cards and awards. In other words, no way to know if or how much a participant received.

## Ease of use

- DPs will be responsible for distributing the cards by hand and keeping track of who received what.

# Option 2 – DP Debit Card-Funded Personalized Gift Cards

2



Awards sent to MD participants



Awards rerouted to DP's card



DP uses card to purchase personalized cards



Cards mailed directly to recipients

## Dealer Principal Debit Card



## Personalized Gift Cards



## Development

- Award process modified to reroute MD participants' awards to their DP's card.
- New tool would be created to order personalized gift cards. DPs would pay using their Kawasaki Sales Rewards debit card.
- DP could select from a list of employees to decide on recipients and amounts.
- DP can determine award activity using the Awards Activity drilldown.

## Administration

- Funding transactions will be associated with the DP. This could be a problem to address.
- Gift card distribution could be tracked and reported on by KMC or the DP.

## Ease of use

- DPs will be responsible for ordering individual cards for recipients but they would be mailed to them automatically based on stored information.

# Option 3 – DP Debit Card-Participant Debit Card Transfers

3



Awards sent to MD participants



Awards rerouted to DP's card



DP transfers funds from his/her card to participants' cards

## Dealer Principal Debit Card



## Participant Debit Card



## Development

- Award process modified to reroute MD participants' awards to their DP's card.
- DPs would be granted access to the adjustment tool but restricted to making adjustments for only their employees.
- Adjustments would be debited from DP debit card.
- DP can determine award activity using the Awards Activity drilldown.

## Administration

- Funding transactions will be associated with the DP. This could be a problem to address.
- All adjustments/transfers would be done manually.
- All funding and adjustments could be tracked and reported on by KMC or the DP.

## Ease of use

- DPs will be responsible for performing individual adjustments for recipients.
- Participants can use their existing, reusable cards.

# Option 4 – DP “Bank”-Funded Custom Gift Cards

4



Awards sent to MD participants



Awards rerouted to DP's "Bank"



DP uses "Bank" to purchase gift cards



DP distributes cards manually

Dealer Principal  
Debit Card



Custom Gift  
Cards



## Development

- Award process modified to reroute MD participants' awards to their DP's card.
- New DP "Bank" would be created to track rerouted funds.
- Custom Gift Card ordering tool would need to be modified to pay from "Bank".
- DP can determine award activity using the Awards Activity drilldown.

## Administration

- There will be no association between gift cards and awards. In other words, no way to know if or how much a participant received.

## Ease of use

- DPs will be responsible for distributing the cards by hand and keeping track of who received what.

# Option 5 – DP “Bank”-Funded Personalized Gift Cards

5



Awards sent to MD participants



Awards rerouted to DP's "Bank"



DP uses "Bank" to purchase personalized cards



Cards mailed directly to recipients

Dealer Principal  
Debit Card



Personalized  
Gift Cards



## Development

- Award process modified to reroute MD participants' awards to their DP's card.
- New DP "Bank" would be created to track rerouted funds.
- New tool would be created to order personalized gift cards. DPs would pay using their "Bank".
- Personalized Gift Card tool would allow DP to select from a list of employees to decide on recipients and amounts.
- DP can determine award activity using the Awards Activity drilldown.

## Administration

- Gift card distribution could be tracked and reported on by KMC or the DP.

## Ease of use

- DPs will be responsible for ordering individual cards for recipients but they would be mailed to them automatically based on stored information.

# Option 6 – DP “Bank”-Participant Debit Card Transfers

6



Awards sent to MD participants



Awards rerouted to DP's "Bank"



DP transfers funds from his/her card to participants' cards

Dealer Principal  
Debit Card



Participant  
Debit Card



## Development

- Award process modified to reroute MD participants' awards to their DP's card.
- DPs would be granted access to the adjustment tool but restricted to making adjustments for only their employees.
- Adjustments would be made as normal, reporting/invoicing would have to change to associate adjustments with "Bank".
- DP can determine award activity using the Awards Activity drilldown.





## Administration

- All adjustments/transfers would be done manually.
- All funding and adjustments could be tracked and reported on by KMC or the DP.

## Ease of use

- DPs will be responsible for performing individual adjustments for recipients.
- Participants can use their existing, reusable cards.

# Evaluation Matrix

	Custom Gift Card	Personalized Gift Card	Sales Rewards Debit Card
Dealer Principal Debit Card	 <p>1</p> <ul style="list-style-type: none"> <li>😊 Development</li> <li>☹ Administration</li> <li>☹ Ease of use</li> </ul>	 <p>2</p> <ul style="list-style-type: none"> <li>☹ Development</li> <li>☹ Administration</li> <li>😊 Ease of use</li> </ul>	 <p>3</p> <ul style="list-style-type: none"> <li>😊 Development</li> <li>☹ Administration</li> <li>😊 Ease of use</li> </ul>
Dealer Principal "Bank"	 <p>4</p> <ul style="list-style-type: none"> <li>☹ Development</li> <li>😊 Administration</li> <li>☹ Ease of use</li> </ul>	<p>5</p> <ul style="list-style-type: none"> <li>☹ Development</li> <li>😊 Administration</li> <li>☹ Ease of use</li> </ul>	<p>6</p> <ul style="list-style-type: none"> <li>😊 Development</li> <li>😊 Administration</li> <li>😊 Ease of use</li> </ul>