

PERENCANAAN PEMASARAN

Session 04

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Marketing and Sales Strategy

This section should cover . . .

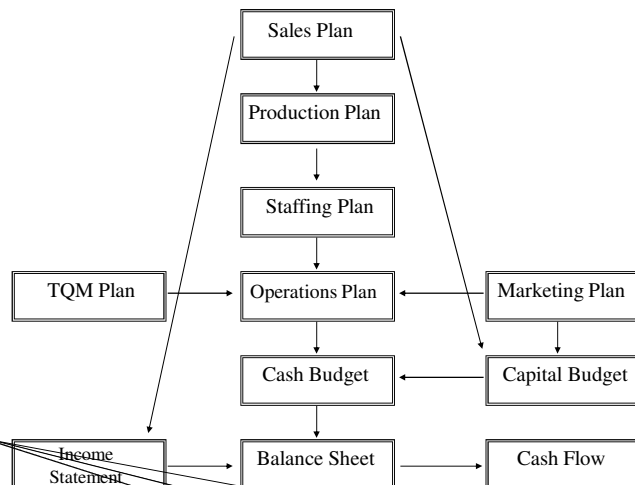
How do you make customers aware of your product?

What message are you trying to convey?

What methods will you use?

How will you get the actual sales?

Financial Flow Chart



The Four P's of Marketing

Product: quality, features, style, options, packaging, guarantees, services, spares

Price: list, discounts, allowances, credit terms, payment terms, rental, lease

Place: numbers and types, locations/availability, inventory levels, transportation

Promotion: advertising, personal selling, sales promotion, point-of purchase, publicity

The Five F's of Customer Wants

1. **Functions:** does it work?
2. **Finances:** is it worthwhile?
3. **Freedom:** easy to use?
4. **Feelings:** do I really feel better?
5. **Future:** will I have support?

Am I receiving true benefits?

Marketing Vehicles

Brochures: leaflets, flyers

Print media: newspapers, magazines

Broadcast media: radio, television

Advertising specials: caps, pens, calculators

Direct mail: brochures, coupons

Public relations: news articles, specials

Sampling: free products, coupons

Strategic Partnerships

Cooperative advertising: two companies mentioned in the advertisement;

Licensing: let someone else use your product as part of their product;

Distribution agreement: let someone else carry your product;

Bundling: let another company include your product as part of a total package.

Sales Process and Productivity

1. How do you identify potential customers?
2. Should you use cold calling?
3. How do you qualify potential customers?
4. Who should be allowed to contact customers?
5. How frequently should you follow up?
6. What are your sales goals?
7. How do you capture all of this information?

Analisis Aspek Pemasaran

- Tahap-tahap analisis pasar :
 1. Problem Definition : rumusan masalah & tujuan penelitian.
 2. Development of an Approach to the Problem: model analisis yg akan digunakan, research question, sumber data
 3. Research Design Formulation : pendekatan penelitian (observasi, survey & eksperimen), perangkat penelitian (kuesioner, peralatan mekanis), rencana sampling, metode kontak.
 4. Field Work
 5. Data preparation & Analysis
 6. Report & Presentation
- **Pasar Potensial → Pasar Tersedia → Pasar yang Dilayani**

Teknik Peramalan Permintaan

- **Metode Kuantitatif**
 1. Metode Rata-Rata (Mean Simple Average); Single Moving Average, Linier Moving Average/Double Moving Average)
 2. Metode Eksponential Smoothing
 3. Metode Regresi
- **Metode Kualitatif**
 1. Metode Eksplorasi :
(Pengembangan Skenario; Delphi, Pendekatan kurva, Analogi)
 2. Metode Normatif
(Pohon Relevansi & Sistem Dinamik)
- **Peramalan tanpa data statistik**
 1. Peramalan Analitik menurut sektor pemakaian
 2. Memperhatikan Faktor-Faktor Politik
 3. Evaluasi Akhir Ukuran Pasar

Tugas 04 :

- ▶ Kelompok @ 5 orang (1 minggu)
Melanjutkan Tugas 03 buatlah
 - **Perencanaan Pemasaran**

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Terimakasih

PERENCANAAN MANAJEMEN

Session 05

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Management and Organization

Your management team:

- Key employees and Principals
- Board of directors
- Advisory committee
- Consultants and specialists
- Key people to be added

Financial Flow Chart



Your Management Team

Do your key players . . .

- Possess the necessary skills
- Have a record of success
- Have a team member attitude
- As a whole are they effective

Management Compensation and Incentives

Salary
Bonuses
Commissions
Profit sharing
Equity
Stock

Consultants and other Specialists

Management consultants
Marketing consultants
Designers and Engineers
Industry specialists
Attorneys
Accountants

Management Structure and Style

1. How will decisions be made?
2. What are the lines of authority?
3. How much employee involvement do you want?
4. Do you believe in empowerment?
5. What will be the corporate culture?
6. Do you have a clear set of company policies?
7. How will you handle sexual harassment?

Tugas 05 :

- ▶ Kelompok @ 5 orang (1 minggu)
Melanjutkan Tugas 04 buatlah
 - *Perencanaan manajemen*

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**PERENCANAAN
PENGOPERASIAN**
Session 06

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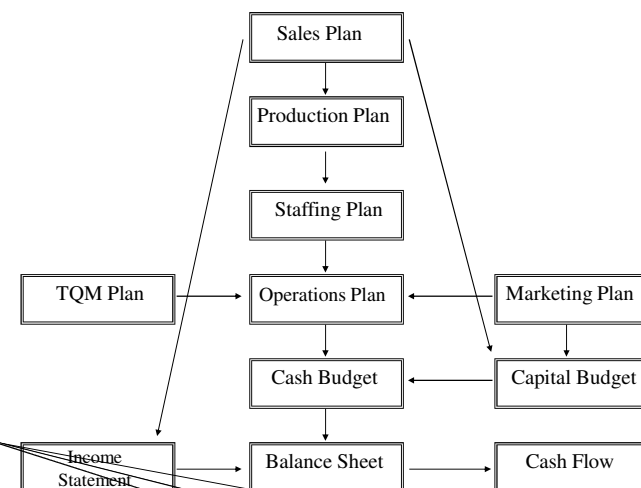
Operations

Theory into practice.

Master the basics.

Define standards of performance.

Financial Flow Chart



What Your Operations Section Should Cover

Issues that . . .

1. Are essential to your business
2. Will help you succeed
3. Will provide a competitive advantage
4. Will overcome frequent problems

Facilities Selection Considerations

Location
Lease versus Purchase
Improvements
Utilities/Maintenance
Exit clauses
Other key factors

Inventory Management and Control

1. How much is enough?
2. How much is too much?
3. When and where to purchase supplies?
4. What type of system to use?
5. Who is responsible for its accuracy?
6. Which distribution methods to use?

Order Fulfillment and Customer Service

Who is the best in your industry?
Utilize benchmarking.
L.L. Bean
Ritz Carlton
Federal Express
Motorola
What makes them the best?

Order Fulfillment and Customer Service *continued*

1. Who specifically processes orders?
2. How are orders checked?
3. What percent are incorrect?
4. How and when do you ship?
5. Who is responsible for extra costs?
6. What service programs do you offer?
7. What is your return policy?
8. How do you solicit customer feedback?

Assessing your production plan

Workforce: level or chase strategy?

Productivity: output divided by input.

Capacity: time available for work.

Quality: cost of quality (Cost of doing it right
+ Cost of doing it wrong).

Staffing Chart or Plan

1. Level or chase strategy?
2. How many employees at start-up?
3. Skills required?
4. How will you attract qualified people?
5. How will you keep qualified people?
6. Who is going to keep track of payrolls?

Research and Development

- New products in development?
- New services in development?
- Who is doing the development?
- How much company time is spent on R&D?
- What equipment is needed for R&D?
- What are the trends in your industry?
- What is your competition spending on R&D?

Other Operational Issues

How are you ensuring safe working conditions?
How are you protecting the environment?
How are you complying with governmental regulations?
How are you providing adequate insurance protection?
How are you managing start up activities?

Start Up Costs

Facilities: Initial rent/Purchase
Equipment: Furniture, Equipment, Telephones, Vehicles, Other
Materials: Initial inventory
Supplies: Production materials, Packaging supplies, Brochures, Samples, Other
Fees: Permits, Inspections, Licenses
Other Costs: Accounting, Legal, Insurance, Marketing, Salaries, Unanticipated costs

Tugas 06 :

- ▶ Kelompok @ 5 orang (1 minggu)
Melanjutkan Tugas 05 buatlah
 - *Perencanaan pengoperasian*

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