Market Research Approach for Formulating Strategy in UD Taman Sari Indah

A THESIS

Submitted in Partial Fulfillment of the Requirements for the Degree of Bachelor of Engineering in Industrial Engineering

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2013
STATEMENT OF ORIGINALITY

I declare that this bachelor thesis which I wrote does not contain the works or parts of the works of other people, except those cited in the quotations and bibliography, as a scientific paper should.

Yogyakarta, May 11, 2013

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A THESIS

ON

MARKET RESEARCH APPROACH for FORMULATING STRATEGY
in UD TAMAN SARI INDAH

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FOREWORD

Thank to Jesus Christ, my dearest lord, for the love, blessings, strength, and guidance so that the writer could finally finish this thesis report, entitled “Market Research (A Case Study in UD Taman Sari Indah Bicycle distributor”, Yogyakarta). The thesis is made to fulfill one of the requirements to reach bachelor degree of Industrial Engineering from University of Atma Jaya Yogyakarta.

The writer has been blessed to have so many people who have given their time, assistance, patience, and guidance. Therefore, on this opportunity the writer would sincerely thank to:

1. Mr. Ir. B. Kristyanto, M.Eng., Ph.D. as the Dean of Industrial Technology Faculty UAJY;
2. Mr. The Jin Ai, S.T., M.T., D.Eng., as the Chief of Industrial Engineering Study Program FTI UAJY;
3. Mrs. Ririn Diar Astanti, S.T., M.T., D.Eng., as the Chief of International Industrial Engineering Study Program FTI UAJY and also as co-adviser, for the guidance during the report constructing so that this report can be completed;
4. All the lecturers of Industrial Engineering program for giving knowledge to the writer during the study;
5. Mr. Hanandaka, S.T., M.T., as adviser for the critical supports and suggestions during
this thesis process enabled the writer to accomplish this thesis;

6. Mr. Henry Kartanegara, as the owner of UD Taman Sari Indah bicycle distributor and also my father for accepting and letting the writer to do a research in the company for the past six months;

7. All of the resellers of UD Taman Sari Indah bicycle distributor, who have given time for filling the questionnaire;

8. All of the workers in UD Taman Sari Indah bicycle distributor, most notably the field workers who have given time for giving and collecting the questionnaire to the resellers;

9. Lilyanna, my elder sister who always give me supports to finish this research in a rush.

10. Dion, my little brother who always remind me about the due date for the research.

11. Other parties who have helped the writer in doing the research and report constructing, but unfortunately cannot be mentioned one by one.

At last, the writer hopes that this report could bring many advantages and new knowledge for the readers.

Author
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ABSTRACT

Promotions are designed to increase the sales of a product or services. Promotion is defined as the publication of a product, organization, or a venture to increase sales or public awareness. Wrong decision promotion strategy impacts to dead stock increasing. Dead stock increasing leads to the obsolesce product that by following time became hard to sell. Obsolesce product can be solved by use the right marketing and promotion strategy.

This research employs survey data to formulate the promotion strategy for obsolesce bicycle because of the slow moving bicycles that have not been sold yet while new bicycles are launched already. The survey respondents consist of 70 bicycle resellers which are the site of the population.

From many bicycle dead stocks that TSI had, the oriented obsolesce bicycles that can be reduced to be promoted is BMX 20" Phoenix Star. Besides, the middle of month has reached 74% of percentage in T-matrix diagram. In this case, the suitable timing to hold the bicycle promotion is at the middle of month. While discount pricing is the suitable alternatives of promotion strategy which has 74% of percentage from T-matrix diagram. The promotion strategy that can be used is discount pricing. Discount pricing can be conducted by refunds and giving coupons. 1 Coupon giving can be conducted by every purchasing obsolesce bicycles with the same items in quantity of 10 bicycle units. While refund can be conducted in every purchasing the obsolesce bicycle with all variant. Refund can not be applied if the bicycle reseller already gained the coupon. Refund is given for obsolesce bicycle with all variant as much as 5% from the pricelist of bicycle reseller.

Key Words: promotion strategy, obsolesce product, bicycle reseller.