

**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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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

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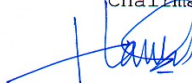
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FOREWORD

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ABSTRACT

Promotions are designed to increase the sales of a products 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.