Chapter 6

CONCLUSION AND SUGGESTION

6.1. Conclusion

The purpose of this research has been determined to obtain the promotion strategy for slow moving bicycle in order to reduce the dead stock. Meeting the bicycle reseller’s demand is the main target of the distributor to lead the strategy promotion besides to gain the sustainable competitive advantages through high customer satisfaction. By knowing the demand of reseller, it derives to get the strategy promotion that stimulating the purchasing demand of bicycle resellers.

According to this research findings, the bicycle distributors do not differentiate regarding whether to keep the branded bicycles or not, whether to sell bicycle on credit or not. But the bicycle distributor should differentiate the marketing strategies based on the locations as the reseller choice and preferences vary due to the differences in income level so that leads to the strategy promotion. Otherwise distributor will not be able to sustain in the market for a long time, as they will not be able to satisfy the customer needs.
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. In this case, promotion strategy can be held at the middle of month by using discount pricing.

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.
6.2. Suggestion

Due to time restriction, this research could study only the relationship between bicycle distributors and bicycle reseller in bicycle grocery shops for promotional strategies. In future, this research should be extended for other types of relationship in business cycle, starting from relation between manufacture – wholesaler – distributor – reseller – end user. The extended relationship of business cycle purposed to find out the synergy between business marketers due to the more variations of the promotional strategies that gives many benefits for each particular business marketers.
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