

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.

REFERENCES

- Ailawadi, K.L., Harlam, B.A., César, J., and Trounce, D. 2006. *The Role of Promotion, Brand, Category, and Store Characteristics*. Dartmouth College. Marketing Science Institute.
- Boddy, Clive. 2001. *Perceived Reasons for the Success of the UK Market Research Industry*. International Journal of Market Research. United Kingdom USA.
- Bolton, R.N. and Shankar V. 2003. *An empirically derived taxonomy of retailer pricing and promotion strategies*. University of Maryland. College park. USA.
- Chiang, J., Chung, C.F. & Cremers, E.T. 1998. *Promotions and the Pattern of Grocery Shopping Time*. Ching-Fan Chung, Institute of Economics, Academia Sinica, Nankang, Taipei, Taiwan.
- Dawson, S., Bush, R.F. and Stern, B. 1994. *An Evaluation of Services Provided by the Market Research Industry*. The Service Industries Journal. London.
- Doman, D., Dennison, D. and Doman, M. 2002. *Market Research Made Easy*. International Self-Counsel Press Ltd. USA Canada.
- Donnelly, M., Hull, S.V. and Will, V. 2000. *Assessing the Quality of Services provided by Market Research Agencies*. The Marketing Industries Journal. United Kingdom USA.
- Glanz, K., Bader, M.D. and Lyer, S. 2012. *Retail grocery store marketing strategies and obesity*. American Marketing Associations. USA.
- Hay, George W. 2006. *The Combined Effects of Market Research and Organization Development*. Organization Development Journal. United Kingdom USA.
- Huda, S., Zubayer, M. and Faruq, O. 2011. *Marketing Strategies of Retail Stores*. Global Journals Inc. (USA)

Kumar, Kanagaluru S. 2011. *A study on the strategies of unorganized retailers with reference to consumer durables*. Narayana Engineering College. Canada.

Maratou, L.M., Gómez, M.I., and Just, D.R. 2005. *Market Power Impact on Off - Invoice Trade Promotion in US grocery retailing*. Cornell University. New York.

Murry, J.P. and Heide, J.B. 1998. *Managing Promotion Program Participation within Manufacturer-Retailer Relationships*. American Marketing Associations. USA.

Natter, M., and Mild, A. 2003. *An Interactive new product development tool for the analysis and evaluation of market research data*. The Service Industries Journal of Targeting, Measurement and Analysis for Marketing. Austria.

Pauwels, Koen. 2007. *How retailer and competitor decisions drive the long-term effectiveness of manufacturer promotions for fast moving consumer goods*. Hanover. United States

Veronika, Keller. 2010. *Sales promotion as strategy and tactic among small independent retailers*. Sszechenyi Istvan University. Hungarian.

Wohlgenant, M.K. and Piggott, N.E. 2003. *Distribution of gains from research and promotion in the presence of market power*. The Agribusiness Journal. North Carolina.