

CHAPTER 6

CONCLUSION

In order to overcome the main problem which consist of high customer turnover and high customer replacement cost, it can be considered that the sequence of proposed alternative strategies based on the priority rank as follows:

1. Market Penetration Strategy (STAS : 5.641)

Market penetration strategy can be implemented through greater marketing efforts in order to seeks increase market share for present products or services in present markets. Due to high customer turnover and customer replacement cost, this strategy was proposed to overcome this problem by increasing the sales of the company through greater marketing effort. It can be implemented in marketing fuctional level through several actions plan including : increasing publicity efforts; increasing advertising expenditures; offering extensive sales promotion items; increasing the number of sales person; winning tenders on educational institutions, hospitals, and campaign; formed a partnership with graphic design, advertising and publishing businesses in Yogyakarta.

2. Horizontal Integration Strategy / Take Over Strategy (STAS : 5.319)

Take over can be conducted by seeking ownership of or increased control over a competitors whose they will bid/buy in a partial of the company and it can be implemented in company level (owner/precident). Financial strength benefit which will be obtained from this strategy will be used to develop the resources of this company such as advanced printing machines purchases and another production facilities purchases so as can overcome the high customer turnover.

3. Focus Strategy (STAS : 5.304)

Focus strategy can be conducted by focusing on a certain market segment that does not need superior printing quality as good as the competitors in order to overcome the high customer turnover. Focus strategy can be implemented in marketing functional level.

4. Product Development Strategy (STAS : 4.759)

Product development strategy can be implemented by improving or modifying present products or services in order to seeks increased sales. This strategy was proposed to overcome the high customer turnover and customer

replacement cost by adding more value to the current product and services. This strategy can be implemented in marketing, pre-production, and production functional level through several actions plan including market research related to product development of printing goods and customer services, conducting training to the production and pre-production department, provides extra services.

5. Cost Leadership Strategy (STAS : 4.687)

Cost leadership strategy can be implemented by setting lower price than the competitors in finance/accounting and marketing functional level. It was proposed to gain market share and sales by the attractiveness of underprice competitors. Therefore, it can overcome the high customer turnover and high customer replacement cost.

6. Human Resource Development Strategy (STAS : 2.849)

Human resource development strategy was proposed in order to overcome the high customer replacement cost which affected from several dissatisfaction of the performance of the company. It can be conducted by increasing the number of graphic designer ; quality control and assurance ; production scheduling ; human resource department and financial planner specialist.

7. Partnering in the form of CRM information sharing Strategy (STAS : 2.412)

Partnering can be implemented by forming temporary partnership with two or more companies and it is implemented in marketing and pre-production department functional level in order to overcome the high customer turnover and customer replacement cost . It can be conducted through several actions plan consisted of implementation of CRM software, and Customer Relationship Management principles training to the employees.

8. Priority 8 : Develop the Facilities of Office Strategy (STAS : 1.829)

This strategy can be conducted by renovating the exterior and interior of the office, adding some advertising or promotion program in the office wall, and adding several facilities for the customers in the office. It can attract the potential customer and improve the perception of customer towards the professionalism of the company. Therefore, this company can overcome the high customer turnover.

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