Creation of Company Profile and Website as a Promotion Channel for PT Panca Permata Wira Nusa

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Abstract – This thesis discusses marketing strategies that run by trainer to creating new channel for PT Panca Permata Wira Nusa. PT. Panca Permata Wira Nusa is one of the SMEs that engaged in convection area that located at Pulogadung. Up until now PT. Panca Permata Wira Nusa don't have some company profile even they already doing their business for many years. The purpose of this business coaching is to apply PT.Panca Permata Wira Nusa to solve their problem to introduce to new prospective consumer and creating promotion through digital. This research method using qualitative research in order to gain information and creating the channel.

Purpose – This study objective is to create optimum new marketing channel

Design / Methodology / Approach – This thesis research using business coaching design. The data collected through in-depth interview also observation, where as the secondary data obtained from owner. The data will be processed using qualitative method.

Finding - This research reveal that Panca Permata Wira Nusa does not have corporate identity and the promotion channel that they are using is limited. Panca Permata Wira Nusa also not using any digital marketing strategy to generate awareness towards them. As a result, the had lack of customer for sometimes and had to giving lower price to had some customer when doing job auction

Research Limitation / Implication – The results of this study can only be used by Panca Permata Wira Nusa and other similar industry in Pulo Gadung, East Jakarta.

Originality / Value – This study provide a detail description about Panca Permata Wira Nusa condition and their competitor. Also an overview of garment industry in Indonesia.

Keywords: Business Coaching, Digital Marketing, Company Profile

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1 INTRODUCTION

Small, Micro, and Medium Enterprises are believed to have a chance in reducing Indonesia's poverty rate. On Kompas.com, Indonesia has a population of more than 250 million, around 117,68 million of labor force , and 96,87 labor forces in SMEs. Based on data from the Ministry of Cooperatives and Small and Medium Enterprises (Kemenkop UKM) the contribution of SMEs to Gross Domestic Product (GDP) currently reaches 60.34%. However, the contribution of SMEs to Indonesia's exports was only 15.7%, still lower when compared to countries such as Thailand which reached 25.5%, China 41.5% and India 42.4%.

There are two main obstacles of SMEs growth in Indonesia, which are capital and marketing difficulties. Nowadays, the majority of SMEs are still using offline marketing, conducting business face to face with their clients. They also deliver their company profile information only in verbal form, there are no identity in digital platform to tell their audience who they are. Whereas the economic trends has already shifting towards digitalization era which the customer behavior of course already shifting to their new behavior. Even in this digitalization era, SMEs are still conducting their business including their promotions through smartphone applications such as

WhatsApp to do their promotion or to contact their prospective consumer.

The second problem is many of SMEs do not have identity in website about their company. Consumer at this time need some research when they want to buy something. They surfed the internet to gather information about what they want to buy. This is not only happened in B2C business modeled companies, but also in B2B. Of course, some company also want to see their prospective partner when trying to do something but the problem is right now so many SMEs trying to improve their business or keeping their sustainability do not have their identity on the internet so they cannot reach out many consumer out there.

According to Rambat Lupiyoadi, promotion is one of variables in the marketing mix that is very important to be carried out by the company in marketing service product. Promotional activities not only function as a communication tool between companies and consumers, but also as a tool to influence consumers in purchasing activities or use of services in accordance with their desires and needs.

PT Panca Permata Wira Nusa is one of the SMEs that located in Pulogadung, conducting their business in convection

industry. Since they was established, their consumers is another business that needed to create certain clothes which they will sell it to other customers or they could use it on an event. PT Panca Permata Wira Nusa incoming orders up to now are always in large quantities sometimes they received up to 10.000 t-shirts order, but sometimes they do not have some order to working on. What they were doing until now is only going to job auction where they can get some order by giving lower price than their competitors. PT Panca Permata Wira Nusa did all their promotion or gave some persuasive content to customer either through chat application or by winning in the job auction. Even until now they do not have their printed company profile or even in digital or some website that can introduce them self.

To approach their consumer PT Panca Permata Wira Nusa only giving picture what they made in the past to giving example their product, this picture also not in appropriate way. They only taking it using phone camera and the background is their storeroom that means the picture is still a mess. Even if you search on Google, you can find some similar pictures with what they gave.

PT Panca Permata Wira Nusa up until now do not have printed company profile that can be given to their prospective consumer to see what project they already did and information about their company. Even in website there is no updated information about this company, only trivial information about where they operate their business, but the location is not valid.

In short, the problem that PT Panca Permata Wira Nusa face right now is they have not digitalize their business because they do not understand what consumer behavior they facing, and also they do not have a full company profile that can be given to prospect consumer to introduce their business and make some impression to them in appropriate way. Up until now they depend on the existing consumer they had and get some business project from relation or job tender which to get that job, they had to cut their profit margin.

2 FRAMEWORK

- SME Internal Analysis

o SME Profile

o Organizational Structure of Panca Permata Wira Nusa

o Business Process of Panca Permata Wira Nusa

o Business Canvas Model Analysis

A business model has a role to describe a mindset of how organization create, deliver, and capture company's value and principle (Osterwalder & Pigneur, 2010).

o Value Chain Analysis

A business consists of several internal activities that can be called as value chain, whereas the main objective of company is creating value to meet customer needs

(Thompson et al, 2018).

o Marketing Mix

Consist of set marketing variables that can be controlled such as product, price, place, and promotion that can be used by company to anticipate response from target market.

- SME External analysis

o Porter Five Forces Analysis

The framework used to examine competitive pressure in industry from five external factors such as competition from rival, competition from new entrants, competition from substitute product, bargaining power of supplier, and bargaining power of buyers.

o Strength, Weakness, Opportunity, & Threats (SWOT) Analysis

The purpose is using SWOT analysis is to consider step that company will take to improve company performance based on internal and external condition.

- MSE GAP Analysis

Analytical comparison to see the difference between actual performance with desired performances. If an organization is failed to utilize the current resource effectively and ignoring the needs of investment in terms of capital and technology, it will impact the capabilities of that organization to maximize their production. Furthermore, the purpose of doing gap analysis is to enable the organization to generate solutions based on the identified problems.

3 METHODELOGY

This research subject is SME unit in PIK Pulogadung, named Panca Permata Wira nusa, which running their industry in processing garment. Panca Permata Wira Nusa customers consists of another business unit, clothing store, and organization or community. Panca Permata Wira Nusa can create many type of clothes for man or women. Mr John is the owner of Panca Permata Wira Nusa which had help from Mr. Dede as chief of marketing and Mr. Cecep as chief of operation. For the implemetion in business coaching, Primary data collected from in-depth interview and observation to owner and worker in Panca Permata Wira Nusa, also some their prospect customer.

- In-Depth Interview

There was 9 meeting session for this business coaching. This session strat from February to December 2018 at Panca Permata Wira Nusa, PIK Pulogadung with Mr. John and also Mr. Dede. The topic of discussion at the first and second meeting about introduction of business coaching. The third meeting until sixth meeting talking about organization information also some analysis about Panca Permata Wira Nusa. For seventh until ninth meet-

ing the discussion topic about the implementation of creating channel.

- Observation

With ovservation, coach observes about the staff, fields condition and business process that exist in Panca Permata Wira Nusa. Coach only observe what they do daily to run their business day-to-day

- Interview

Researcher asking some propective consumer of Panca Permata Wira Nusa about how they choosing their garment processor and what they want from them.

The purpose of qualitative research is to describe, discuss and explain the meaning or purpose of a pattern that come form the rusits of interview. There are three steps that used for anlyze data which is:

- Data Reduction

This process is selecting and sorting the collection of data to be selected which data can be use or not.

- Data Presentation

This stage is creating visual interpretation for the processed data.

- Taking Conclusions and Data Analysis

4 FINDINGS

- Business Model Canvas Analysis.

Panca Permata Wira nusa having very few channels to giving information about their services into the market. They even didn't have something to give their prosepect consumer about Panca Permata Wira Nusa identity and catalog of their product. Furthermore Panca Permata Wira Nusa also cant be found in digital media which is they are lacking of awareness from their customer.

- Value Chain Analysis.

According to value chain analysis there is a problem in their marketing & sales area. Panca Permata Wira Nusa lack of marketing activities and only have 2 channel to do their activities which is messenger application and job auction.

- Marketing Mix Analysis

Panca Permata Wira Nusa doesn't had channel to do their promotion so until this time they not doing any promotion to their consumer. The second problem is they doesn't have any identtion for their company

- SWOT Analysis

The main problem here Panca Permata Wira Nusa doesn't have their identity so their consumer can aware of them. Because of this problem Panca Permata Wira Nusa consumer came from their previous consumer. Furthurmore, they not telling their consumer about what they can produce as a services.

- STP Analysis

Panca permata Wira Nusa can not to tell about what is their competitive advantage to their prospect consumer.

- Porter's Five Focrces Analysis

The industrial attractiveness in Panca Permata Wira Nusa industry is high, whereas the reputation of a brand can be their advantage to get more consumer. Also it is important to create the reputation through ideal media.

5 CONCLUSION

For sovling Panca Permata Wira Nusa problem about their not having an identity that will be given to their prospect consumer and lack of maketing channel to do their promotion. Coach creating a company profile that will be printed for their consumer when doing pitch. Also using website as new promotion channel through digital media.

First implementation is company profile. This company profile will be used for representing Panca Permata Wira Nusa to their prospect consumer and also their new promotion media.

The first step to create this company profile is choosing the colour. There is several means that one colour can represent.

Konotasi Warna (Wilfred, 1962)

Warna	Konotasi
hitam	kegelapan, misteri, magis, formalitas, dan kemewahan
putih	kesucian, kedamaian, kebaikan, dan kenaifan
abu-abu	kemandirian, stabilitas, kritik, dan keseriusan
merah	agresivitas, keaktifan, kekuatan, keberanian, daya tarik, kejahatan, hasrat, revolusi, kemarahan, dan bahaya
merah tua	keramahan dan bangsawan
merah jambu	kewanitaan, kasih sayang, romantisme, dan simpati
biru tua	kebijaksanaan, integritas, kehebatan, kejujuran, kekuatan, konstruktifitas, ketulusan, dan kerja sama
biru muda	kedamaian, muda, depresi, ketegasan, introver, dan kelembutan
hijau	sifat bersahaja, kasih sayang, kesegaran, kedamaian, muda, kecemburuan, racun, dan kenakalan
ungu	royalti, kewanitaan, ekspresivitas, sensitivitas, muda, harapan, kekayaan, dan obsesi spriritual
coklat	tua, kekayaan, depresi, kesuburan, dan kemurungan
oranye	energi, hangat, keaktifan, kreativitas, terang, dan keramahan
kuning	toleransi, cahaya, cepat, emas, harapan, inspirasi, kegembiraan, kebahagiaan, dan ketidakjujuran

Based on this table Panca Permata Wira Nusa choosing colour combination black, brown, and orange for their company profile. This coulour choosed because they can represent their value which are friendy, experienced and optimistic with this colour. According to Marian L. David orange colour is eye catchy which will make the reader giving more attention. This company profile will using Helvetica because this font represent something that stable, having clear objective, and modern.

The second step is creating the content. For company profile content including:

- About the company

This section will telling about the company experience and what are their advanteges among the others.

- Vison & Mission

Vision and mission about the company and how far the company to achive it.

- Company performance

This section will be giving information about company performance, percentage of successful project, testimonial from their previous consumer.
- Product

In this section will also work as catalog for what Panca Permata can create for their consumer.
- Place

There will be exact location where is Panca Permata Wira Nusa located. And there will be a QR code for locating Panca Permata Wira Nusa using google maps.
- Price

This information will tell about the price for services according to how much they want create and the time for the process.
- Phsical evidence

This section will giving photo and decription about how company working their project.

This list of content choosen according to some interview to prospect consumer of Panca Permata Wira Nusa. They asked about what they see when choosing some company to use their services. All of them said what is the most important is section company history, performance, product and their prices. Some of them added that place and some physical evidence also needed to giving more promises about services they provide.

The second implementation, is creating website as Panca Permata Wira Nusa new promotion in digital channel. The first step is collecting data about what this website role for Panca Permata Wira Nusa. According to Mr. John, they want using this website as their identity and also he want to get some consumer from that website. According to data that collected from their prosepect consumer, what they want to see in website when they are choosing is a catalog, estimated price, location, and who can they contact if they are interested.

The second step is using 7C framework as a guidance to create customer interface for website which is the part of digital marketing (Rayport and Jaworski, 2001). This framework content consists of seven component which is:
- Context

Panca Permata Wira Nusa web design will be simple, navigation panel will be not much because they want to consumer can see the summary from their homepage.
- Content

The content will talk information about Panca Permata Wira Nusa and there will be also testimonial and catalogue of their service
- Community

Costumer can interact directly through one button clik into their whatsapp so they will easily to contact Panca Permata Wira Nusa.
- Communication

There will be interaction communication in this website because consumer can easily direct into whatsapp chat to Panca Permata Wira Nusa through one push button
- Customization

Level of customization in this website will be low. There only one language for this website.

- Connection

There is a connection between website to *whatsapp* application through one button in the website
- Commerce

Level of commerce also low because objective of this website is giving information about Panca Permata Wira Nusa and creating awareness from their consumer.

In the third step, coach and Mr.John starting to create website. Mr. John agree to buy domain as www.pancapermata.com. The main purpose of creating this website is to giving information to consumer about what service is Panca Permata Wira Nusa provide, and what is they benefit to them if choosing Panca Permata Wira Nusa. There will be a catalogue menu, testimonial menu, location, and direct button to contact Panca Permata Wira Nusa. Because their lack of experience using website Mr. John agreed to contact their interested customer through whatsapp what they are familiar.

For the theme of this website will be synchronized to their company profile to creating same identity and giving same value with Panca Permata Wira Nusa company profile. Website will be using same colour combination and same font that used.

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