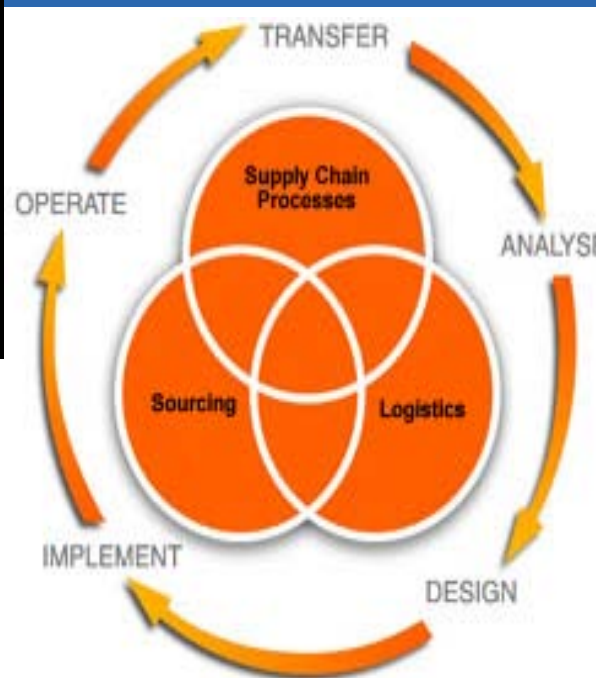
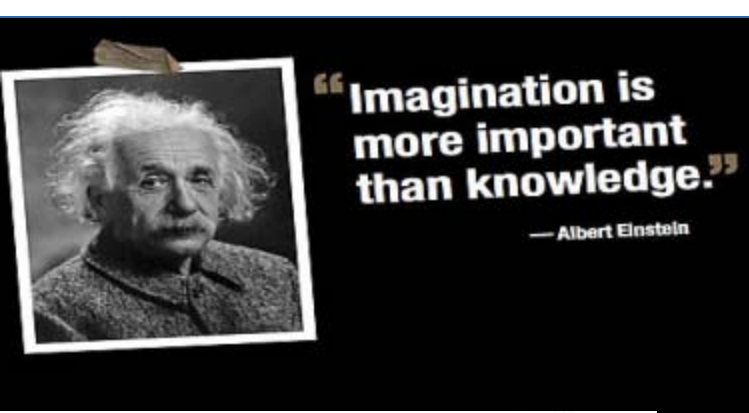


Marketing plan



New Market Direction

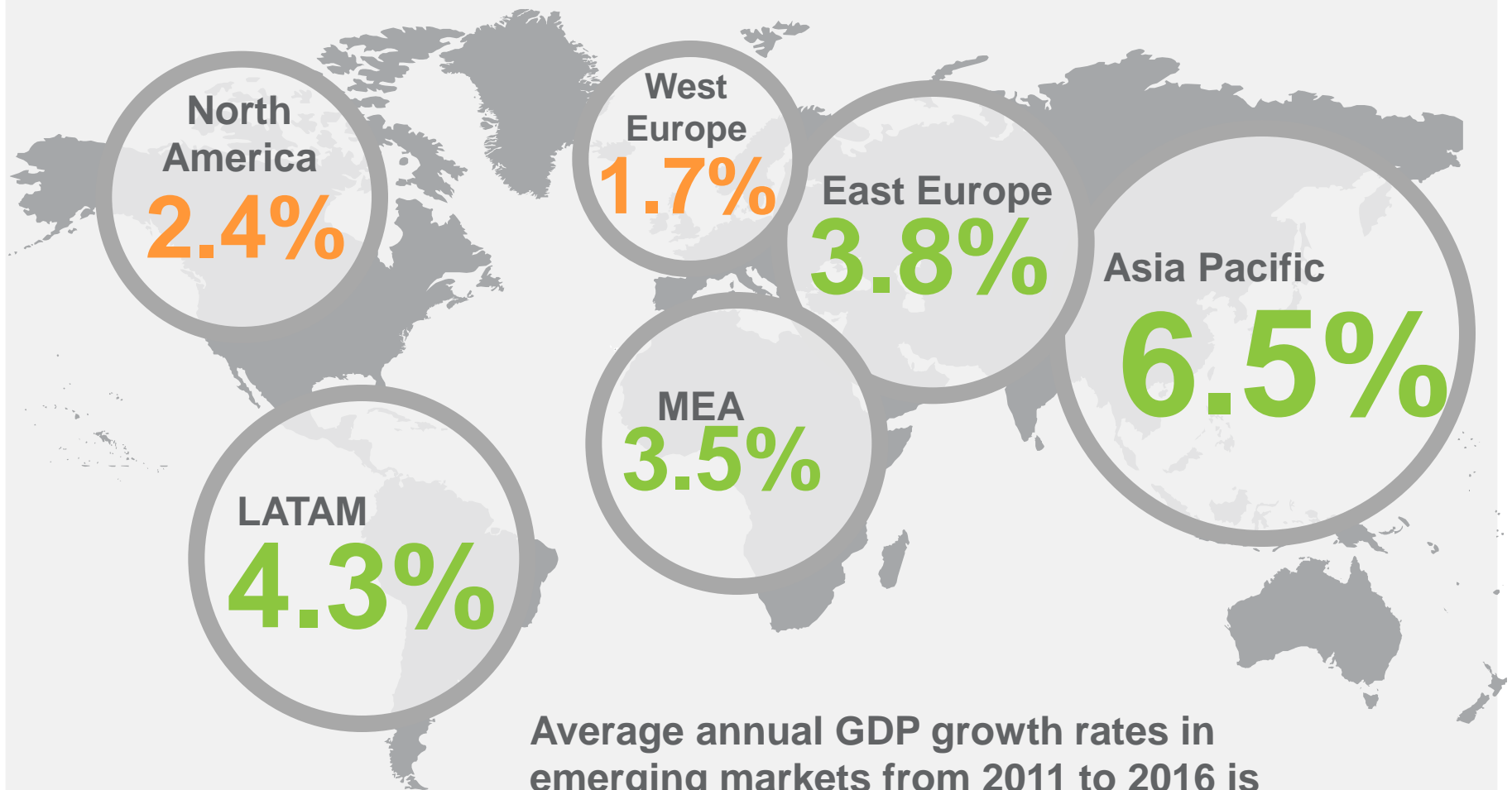
Meningkatnya kelas menengah dan atas

Kresnayana Yahya

Email: kresna49@yahoo.com

Blog: <http://www.kresnayana.com>

Economic power is shifting



Average annual GDP growth rates in emerging markets from 2011 to 2016 is **50% higher** than developed markets

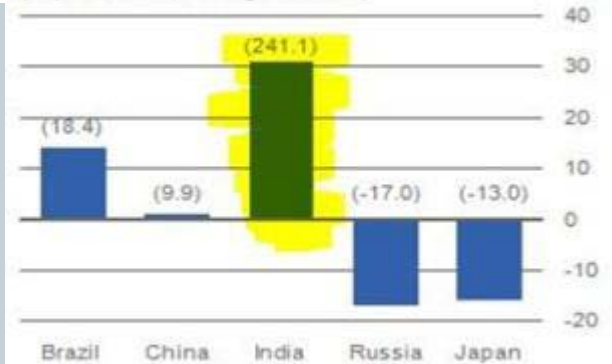
Source: IMF Sept 2011, World Economic Outlook Report

BONUS DEMOGRAFI

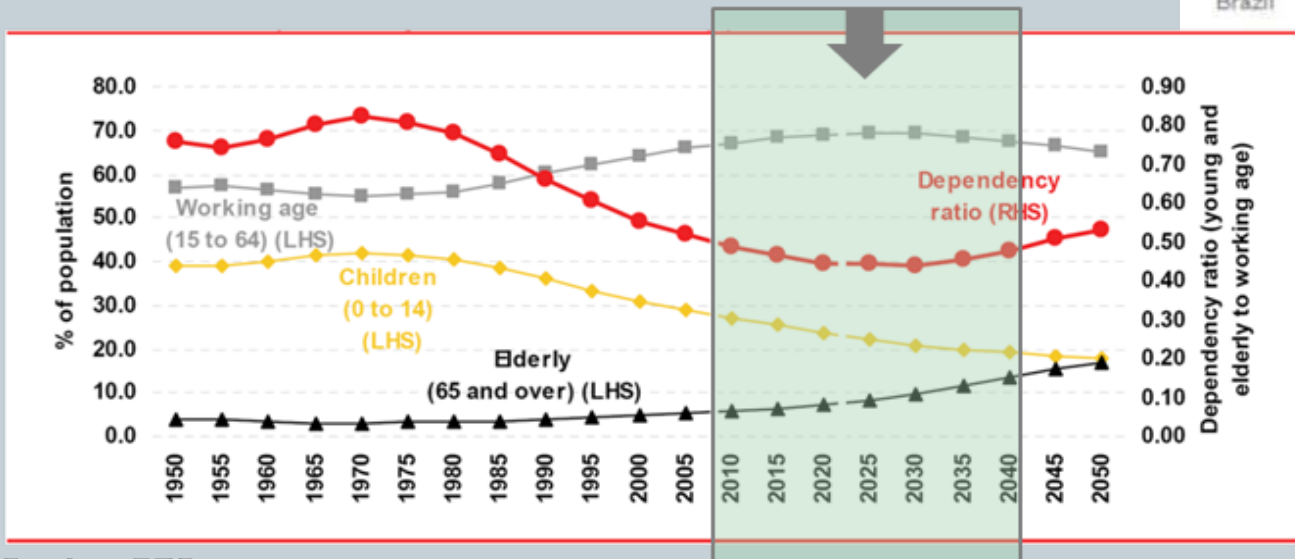
Sebagai negara dengan jumlah penduduk ke-4 terbesar di dunia, dalam kurun waktu 20 tahun mendatang Indonesia akan memasuki periode **"bonus demografi"**, yaitu periode di mana angka **dependency ratio** (indeks perbandingan antara usia tidak produktif dibagi usia produktif) mencapai angka minimal (di bawah 50%) sehingga dalam periode ini akan terdapat lebih banyak tenaga kerja produktif yang dapat diberdayakan untuk mendorong peningkatan produktivitas nasional yang sangat bermanfaat untuk pertumbuhan ekonomi.

Stark differences

Working-age population, % change, 2010-30
(in parantheses, change in million)



Periode "Bonus Demografi"



Sumber: BPS

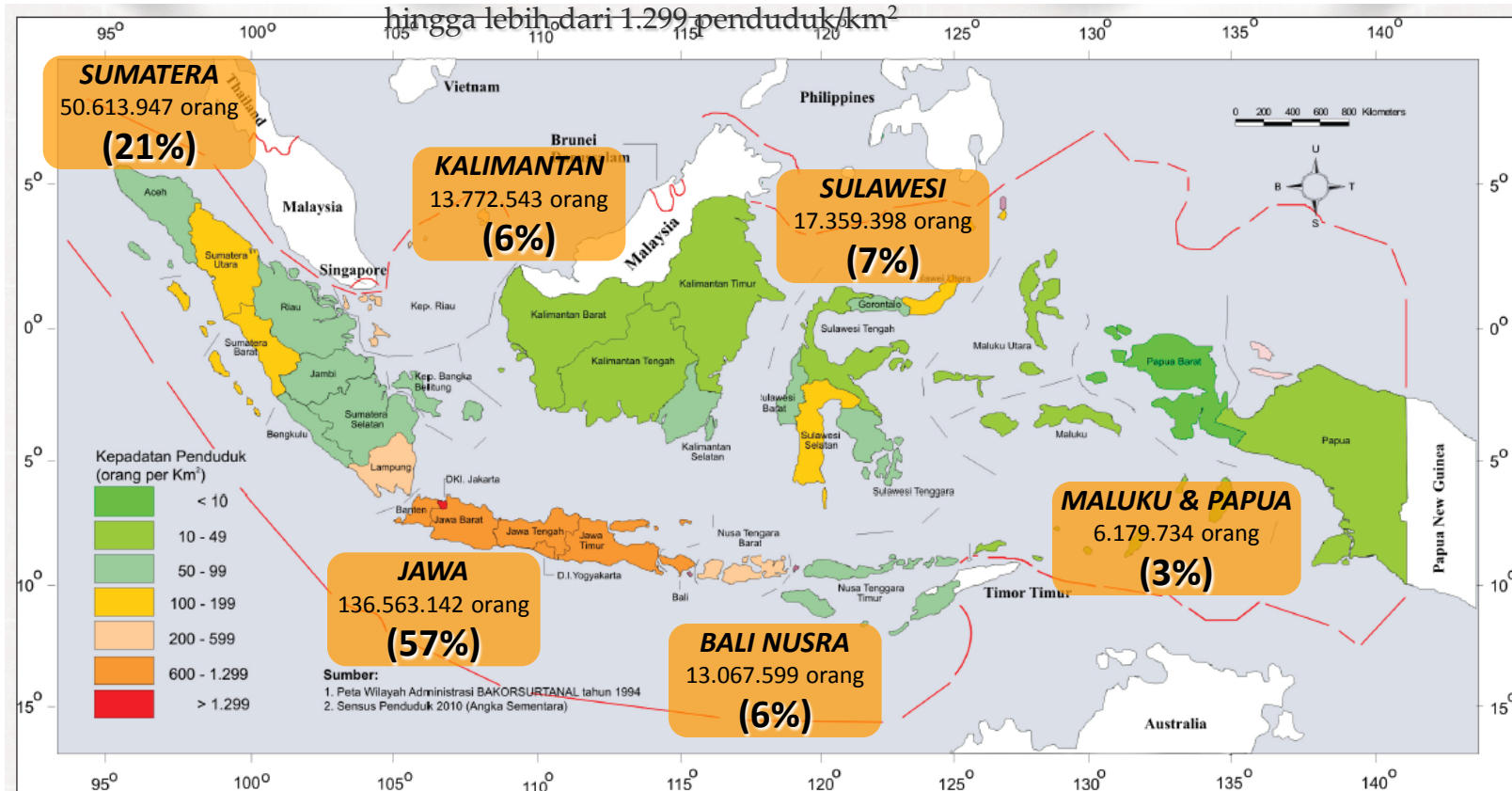
India mempunyai potensi yang sama, di mana penduduk usia kerja masih meningkat tinggi sementara Rusia dan Jepang menurun,

Bonus Demografi ini harus dimanfaatkan secara maksimal di saat negara lain menghadapi situasi "aging population"

Populasi & Kepadatan Penduduk

Populasi Indonesia 2010: 237.556.363 orang
2012: 250 juta

DKI merupakan **PROPINSI TERPADAT**
 hingga lebih dari 1.299 penduduk/km²



Proporsi Kelompok Generasi



Silent Generation

Lahir tahun 1920-1944 (usia 67-91)

7.42%



Baby Boomers

Lahir tahun 1945-1964 (usia 47-66)

21.91%



Generation X

Lahir tahun 1965-1976 (usia 35-46)

19.02%



Generation Y

Lahir tahun 1977-1994 (usia 17-34)

26.53%



Generation Z

Lahir tahun 1995-2009 (usia ≤16)

25.11%

50 juta

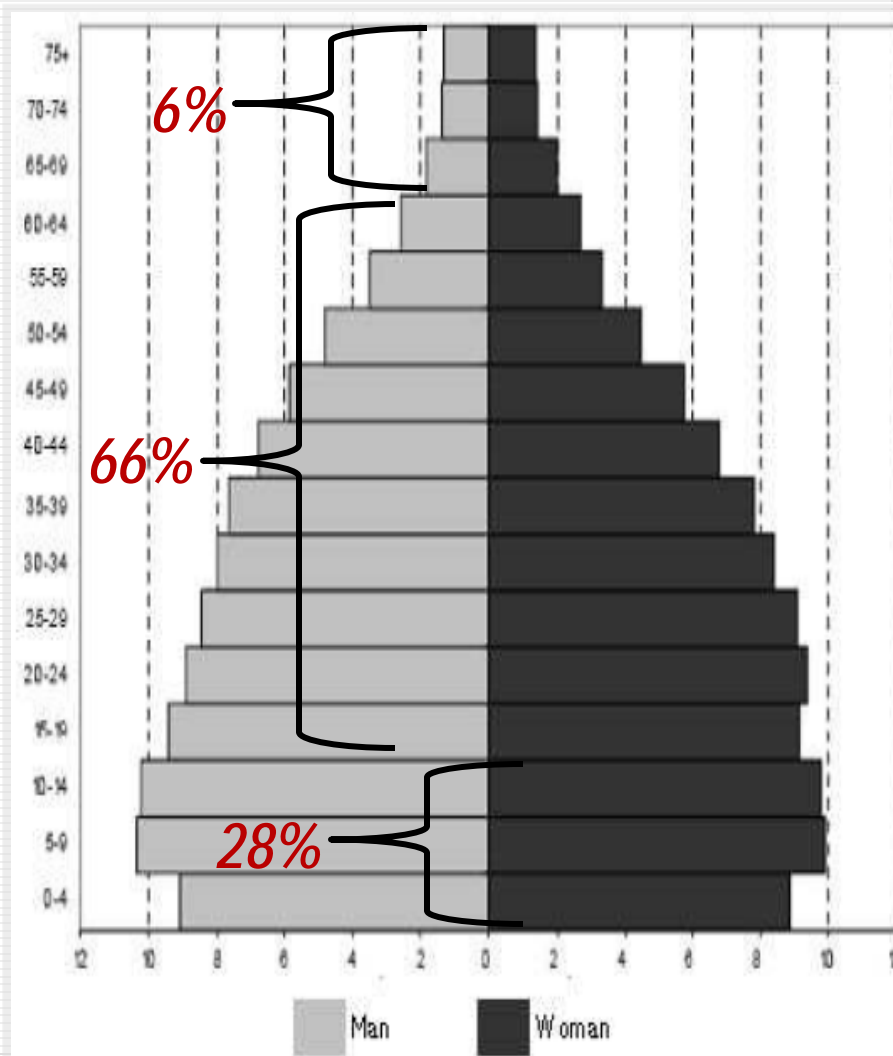
70 juta

64 juta

Penduduk Indonesia : Young population

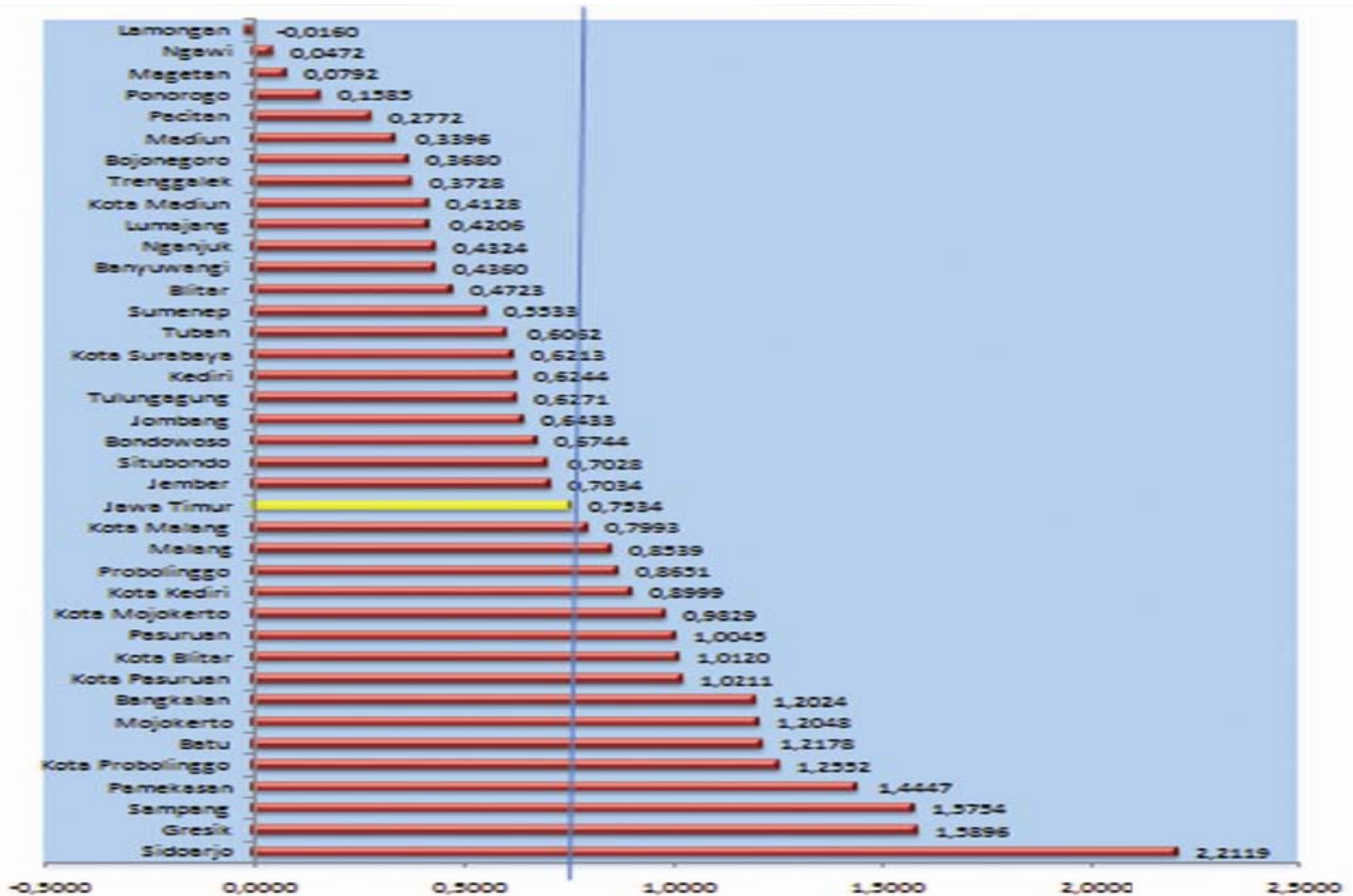
Indonesia

Kondisi kependudukan Indonesia



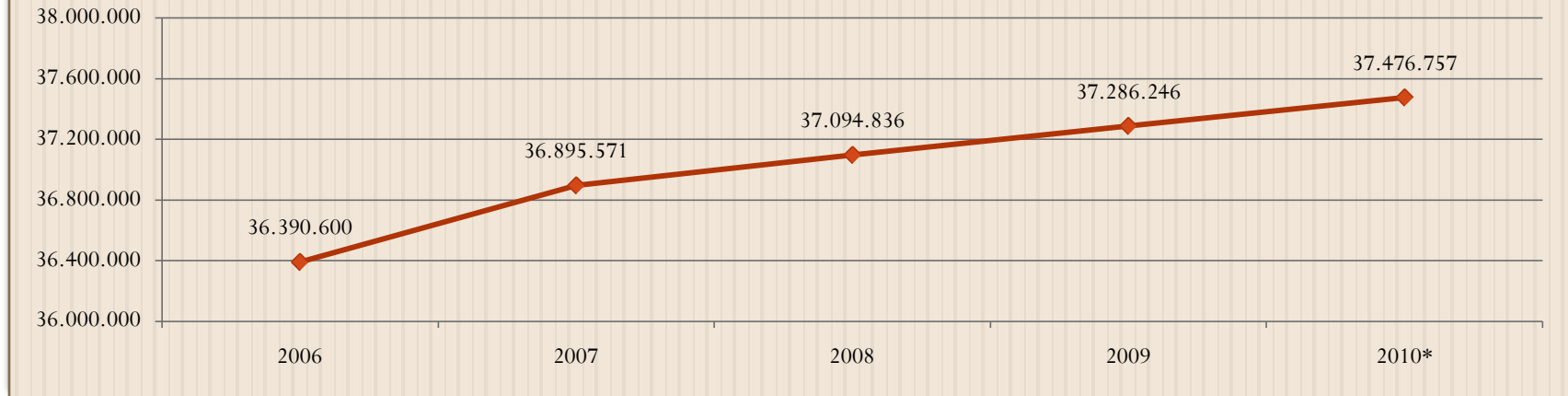
Kelompok usia produktif 15-64 tahun mencapai 66 % atau 165 juta
Merupakan kesempatan dan peluang konsumsi yang luar biasa besar dan laju pertumbuhannya cukup tinggi
Kelompok dibawah 15 tahun yang cukup besar : 70 juta

Laju Pertumbuhan Penduduk Jawa Timur Menurut kabupaten/ Kota 2000 - 2010



Laju pertumbuhan penduduk Jawa Timur per tahun selama sepuluh tahun terakhir periode 2000-2010 sebesar 0,75 persen. Seluruh kabupaten/kota, kecuali kabupaten Lamongan, laju pertumbuhan penduduknya mengalami peningkatan. Laju pertumbuhan penduduk tertinggi sebesar 2,21 persen dimiliki Kabupaten Sidoarjo.

Proyeksi Jumlah Penduduk Jawa Timur th 2006-2010



Sumber : Data Penduduk berdasarkan Hasil Proyeksi Supas 2005, BPS Provinsi Jawa Timur

*) angka sementara, BPS.go.id

Jenis*	Rata-rata	Wilayah
Pertumbuhan rendah	0.19%	Madiun, Kediri, Sumenep, Blitar, Lamongan, Kota Pasuruan, Kota Surabaya, Trenggalek, Probolinggo, Kota Mojokerto, Magetan, Tuban, Ngawi, Bondowoso, Nganjuk, Banyuwangi, Pacitan, Pasuruan, Situbondo, Jember, Lumajang, Tulungagung, Ponorogo
Pertumbuhan sedang	0.84%	, Malang, Kota Malang, Bojonegoro, Kota Madiun, Kota Kediri, Mojokerto, Blitar, Batu, Sidoarjo, Jombang,
.sidoardjo	1.84%	Kota Probolinggo, Gresik, Bangkalan, Sampang, Pamekasan

**Tahun
2012
jumlah
pendudu
k JATIM
mencapai
40 juta**

Sumber : Data Penduduk berdasarkan Hasil Proyeksi Supas 2005, BPS Provinsi Jawa Timur (olahan ENCIETY 2011)

*) Pengelompokan pertumbuhan penduduk tahun 2006-2009 dengan metode K-Means Clustering (K=3)

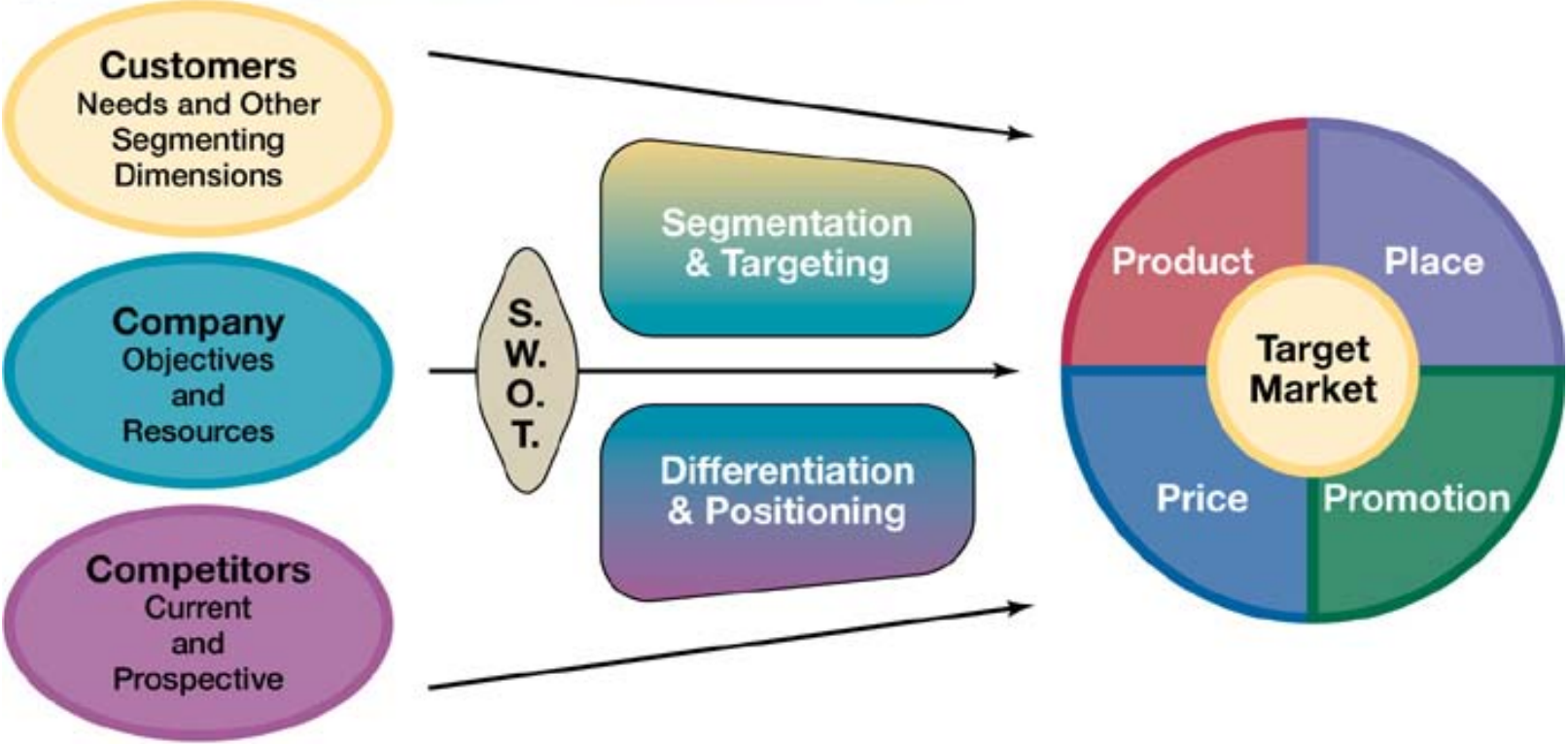


Sun Tze's defensive strategy

*"Do not assume the enemy will not come
but be prepared for his coming...
Do not presume he will not attack,
but instead make your own position
unassailable."*

Overview of Marketing Strategy Planning Process

Narrowing down to focused strategy with quantitative and qualitative screening criteria



External Market Environment
Technological Political and Legal Cultural and Social Economic

Business Information

- Devise a strategic marketing action plan using the process of environmental scanning.
- Secondary resources are critical to this process.





What is Relationship Marketing?

Relationship marketing focuses on creating **NEW** and **MUTUAL VALUE** between you and your customers on a long-term basis.

Regis McKenna (marketing guru) puts it:

"Marketing is not a function, it is a way of doing business . . . marketing has to be all pervasive, part of everyone's job description, from the receptionist to the board of directors."

Traditional vs. Relationship Marketing...

Traditional model*

four P's of marketing mix:

Pricing →

Cost to the Customer

Product Management →

Customer Solution

Promotion →

Communication

Placement →

Convenience

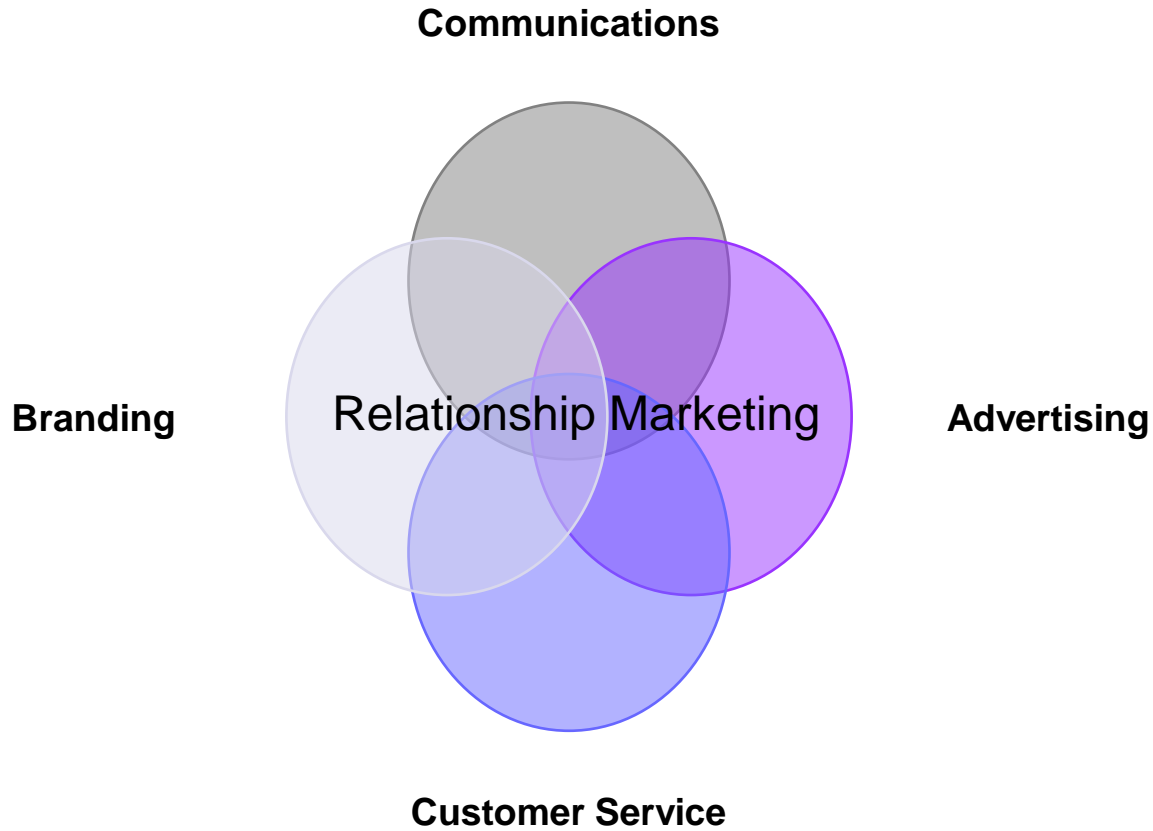
Current relationship

marketing model:

the 4 C's

*Replace with an alternative model where the focus is on customers and relationships rather than markets and products.

Integrated Relationship Marketing



Benefits of Market Segmentation



1. More effective use of marketing dollars.
2. Clearer understanding of the needs and wants of selected customer groups.
3. More effective positioning.
4. Greater precision in selecting promotional vehicles and techniques.

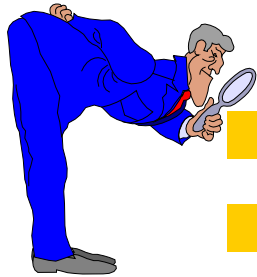
Limitations of Market Segmentation



1. More expensive than using a non-segmented approach.
2. Difficult to select the best base for segmenting a market.
3. Difficult to know how finely or broadly to segment.
4. Tendency to appeal to markets that are not viable.

Eight Criteria for Effective Segmentation

The target markets must be:



- Measurable
- Substantial
- Accessible
- Defensible

- Durable
- Competitive
- Homogeneous
- Compatible



Seven Segmentation Bases

- Geography
- Demographics
- Purpose of product
- Psychographics

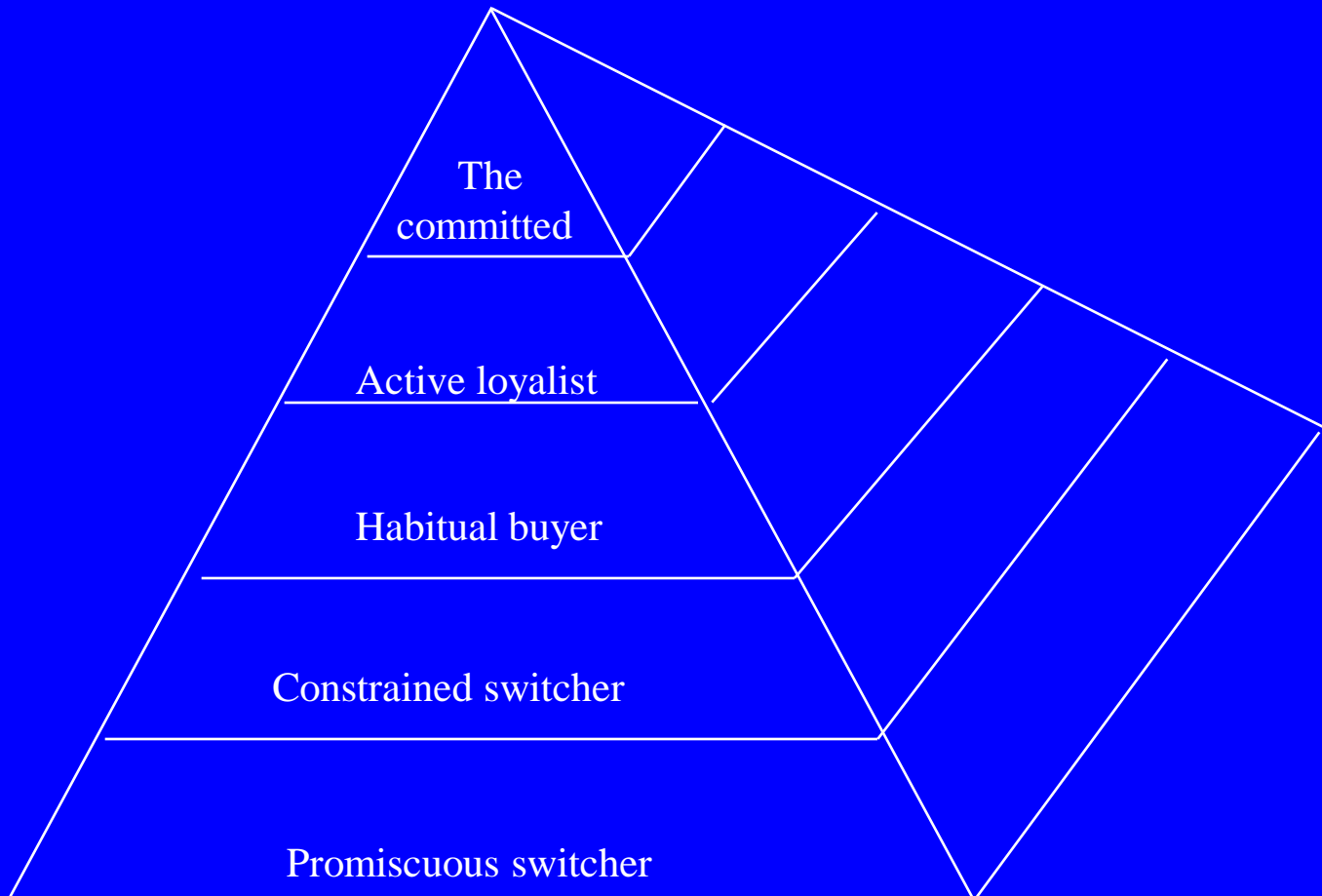


- Behavior
- Product-related
- Channel of distribution

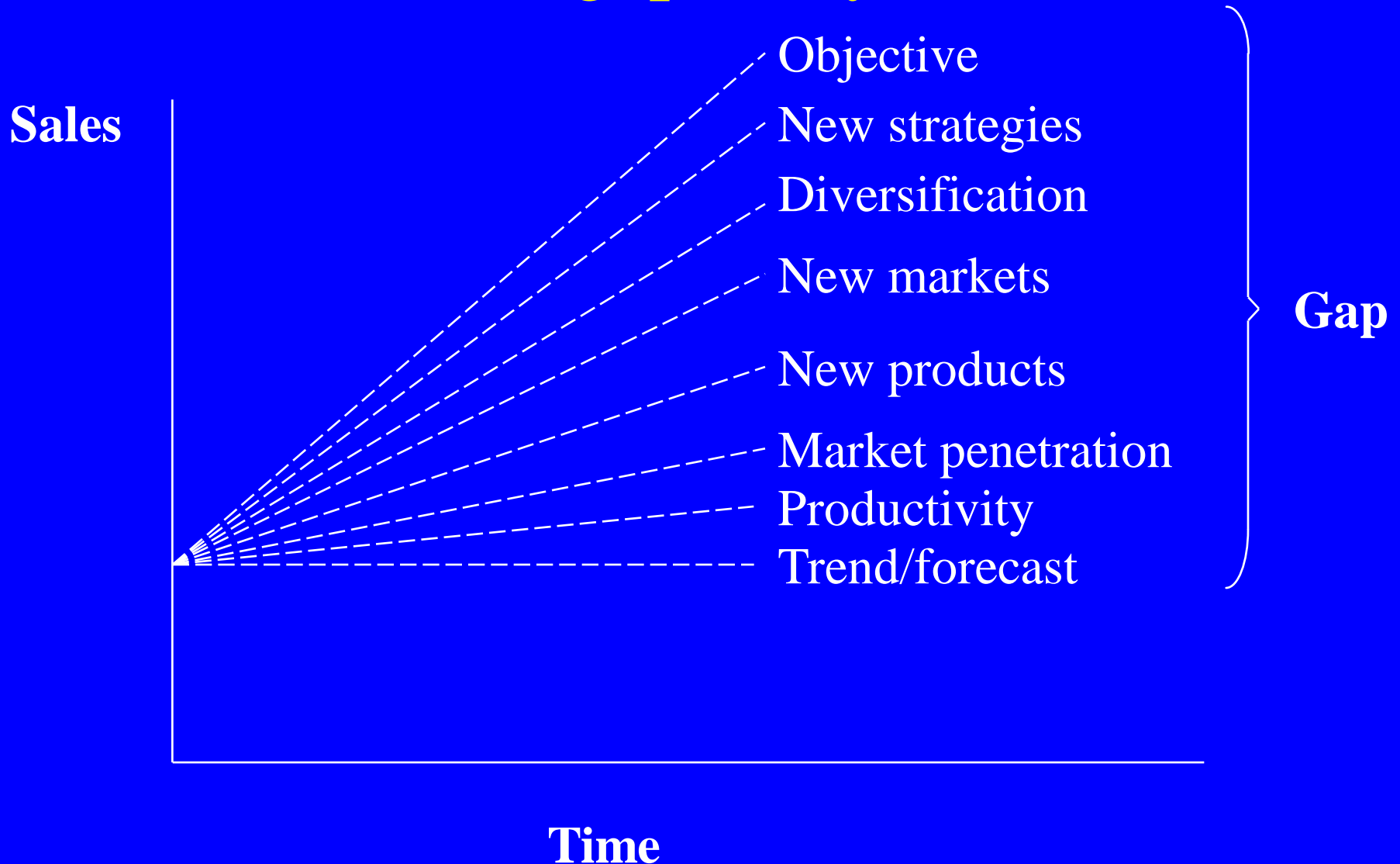
Marketing Plan Structure Outline: Specific Areas to Target

- Marketing program
 - Overall strategy
 - Media strategy
 - Selling strategy
 - Operations changes

The five loyalty profiles



The gap analysis



The power has shifted

Brands



Retailers



Consumer



Sektor konstruksi menggeliat

- Pembangunan Property: hotel – mall-
apartment mendominasi
- Real estate dapat peluang besar
- Infrastruktur
- Toll
- Irigasi
- Pelabuhan dan lap terbang



Different Self-Images

Actual Self-Image

Ideal Self-Image

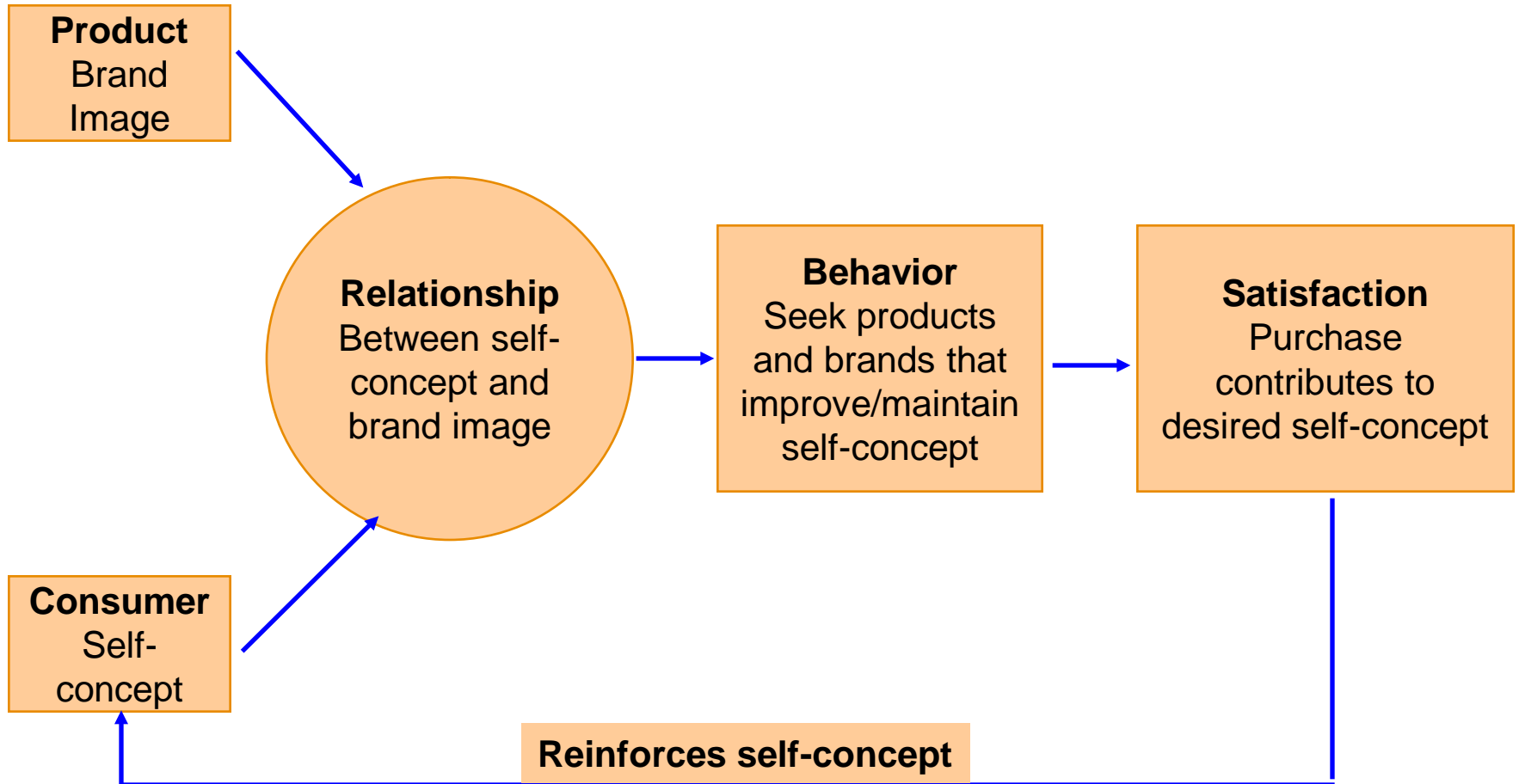
Ideal Social
Self-Image

Social Self-Image

Expected
Self-Image



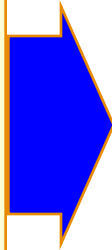
Self-Concept and Brand Image



Lifestyle and the Consumption Process

Lifestyle determinants

- Demographics
- Subculture
- Social class
- Motives
- Personality
- Emotions
- Values
- Household life cycle
- Culture
- Past experiences



Lifestyle

How we live

- Activities
- Interests
- Like/dislikes
- Attitudes
- Consumption
- Expectations
- Feelings



Impact on behavior

Purchases

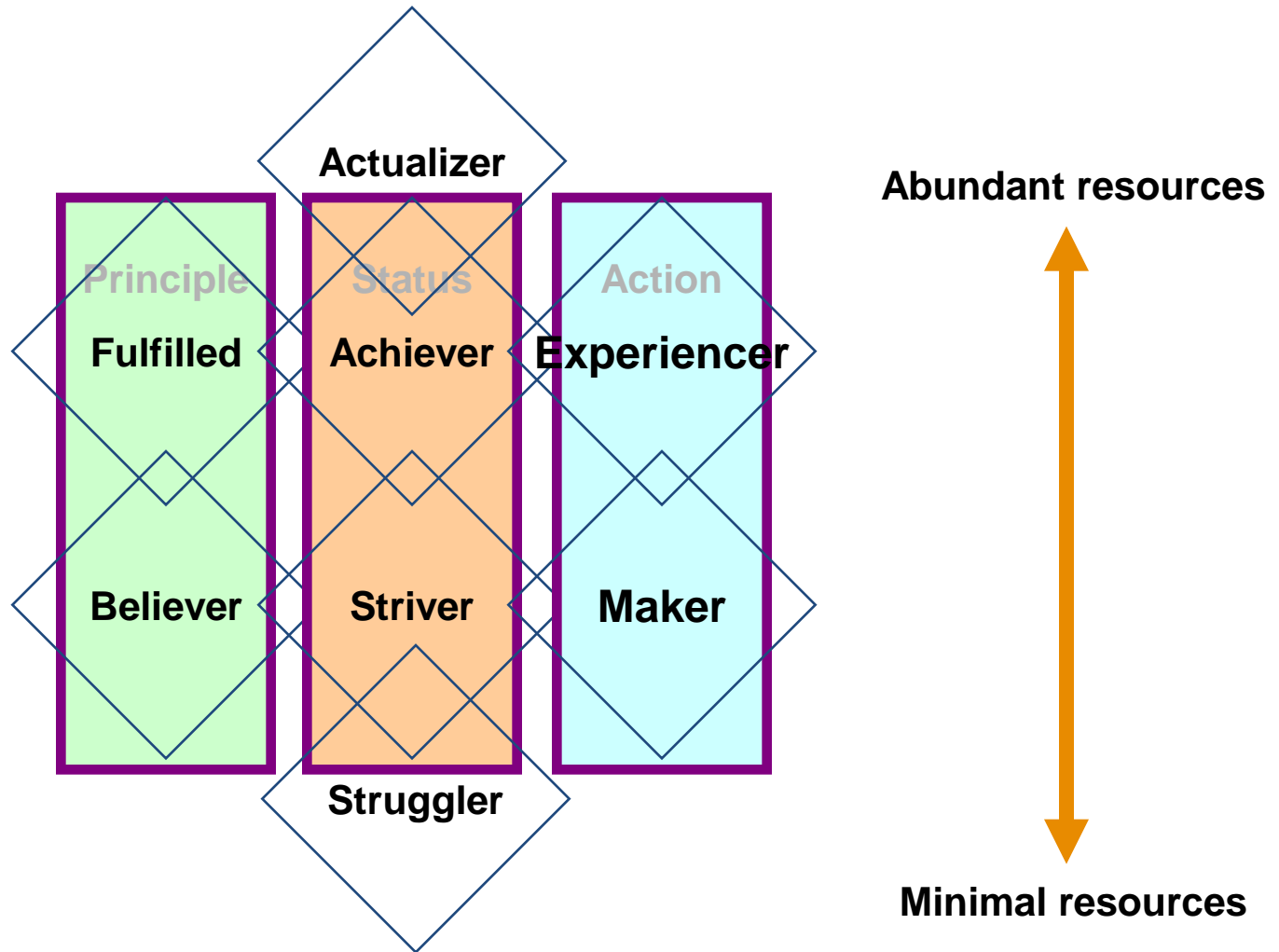
- How
- When
- Where
- What
- With whom

Consumption

- Where
- With whom
- How
- When
- What

VALS2 Lifestyle System

5



Innovation needs to be about

Quality

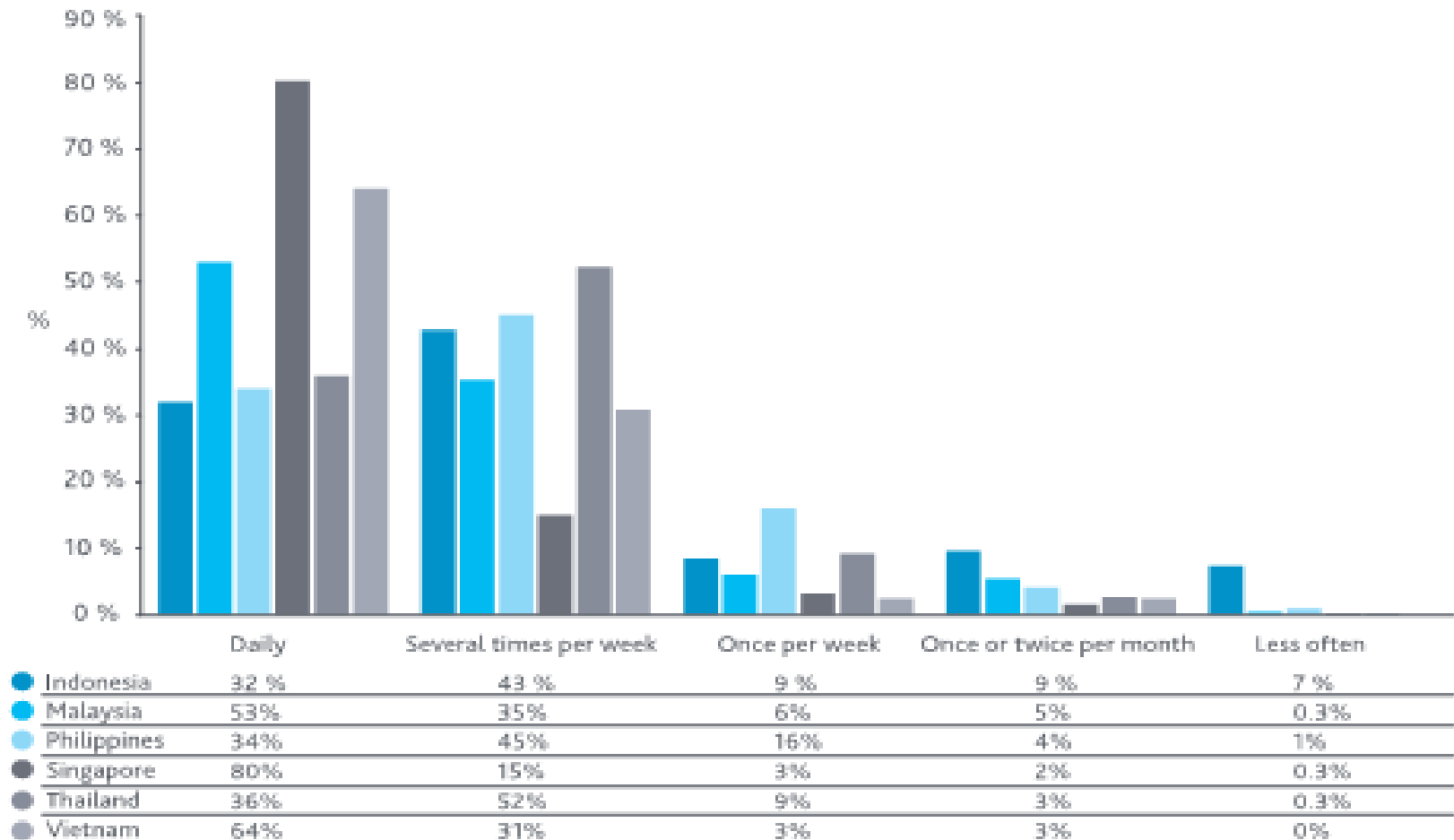
NOT

Quantity

Media trends

Frequency of internet use

Internet user past four weeks, aged 15+



Source: Nielsen Media Index (Vietnam source: Nielsen Southeast Asia Digital Consumer Report)

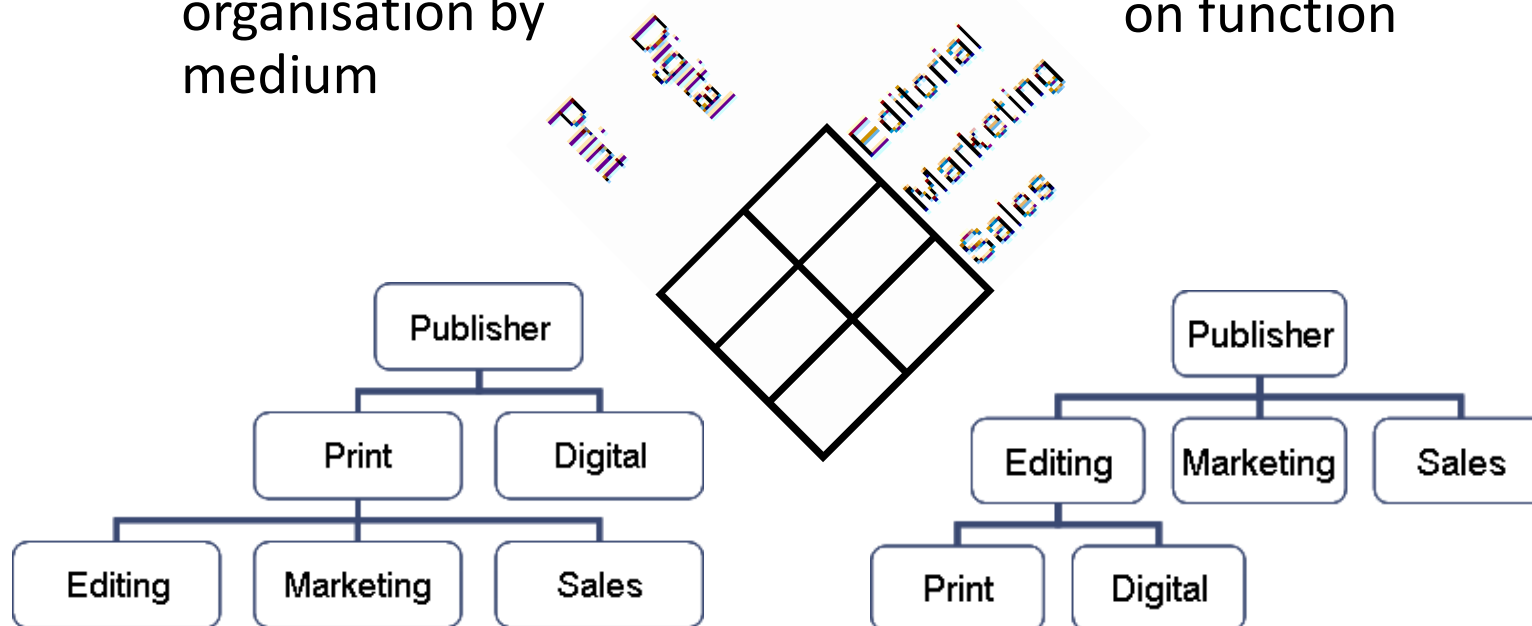


Organisational changes are required to thrive

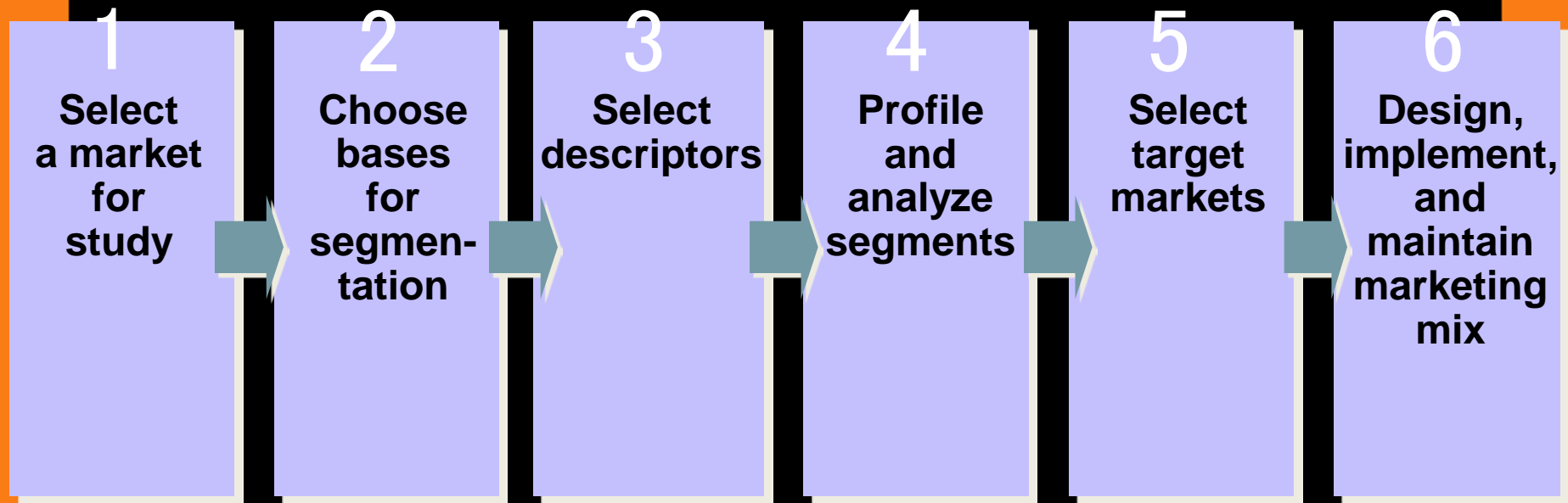


Shift from organisation by medium

... to one based on function



Steps in Segmenting Markets



KEYS_{TO} GROWTH IN 2012



1. **REACH:** An increasingly polarized consumer
2. **LEVERAGE:** Redefinition of value
3. **ALIGN:** Innovation for long term growth
4. **ENGAGE:** The connected consumer in ways they trust
5. **TARGET:** Economically powerful consumer segments

Konsumen muda mendominasi

- Semua gaya dan cara berorientasi muda, affluent, Gaul dan Gadget base; IPAD – IPHONE –Tablet
- Café dan tempat gaul, social media communities
- On line shopping

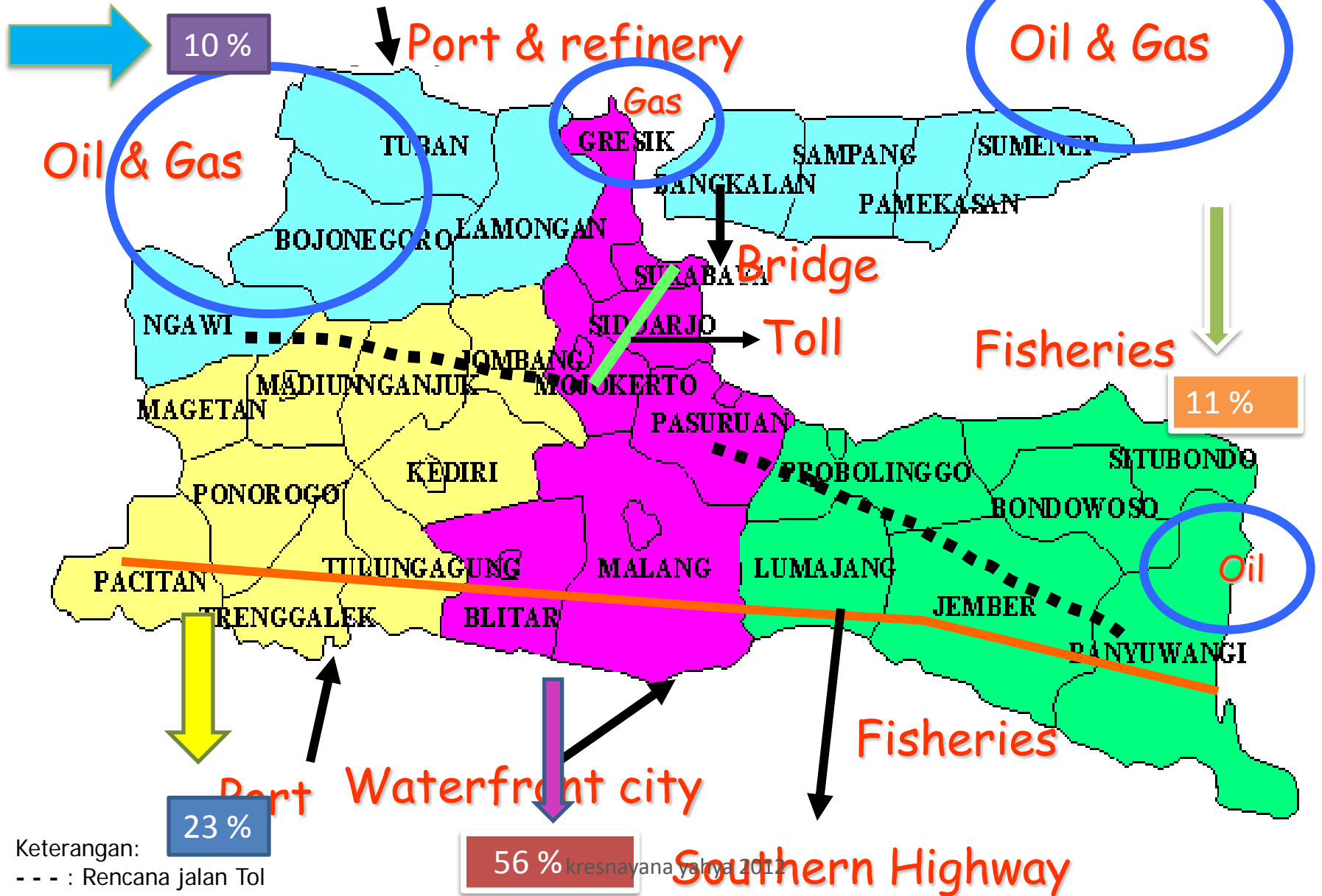
Economic Performance Java 2011

growth

share PDB nasional

DKI	6.72 %	17.75 %
Jatim	7.22 %	15.00 %
Jabar	6.84 %	14.60 %
Jateng	6.63 %	8.46 %

East Java Prospects

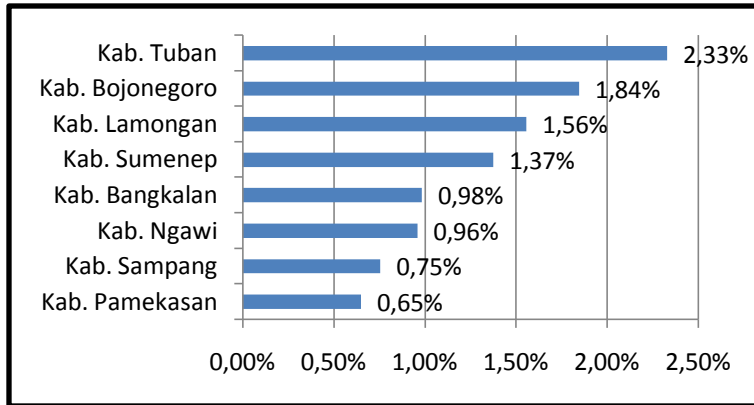


City/District Contribution

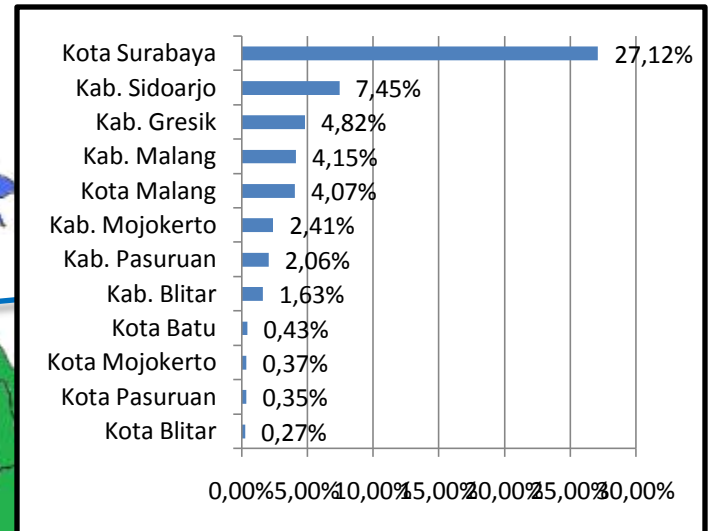
[Gross Domestic Product, 2010]

Sumber: BPS Jawa Timur, 2011 (diolah Enciety Busines Consult Surabaya)

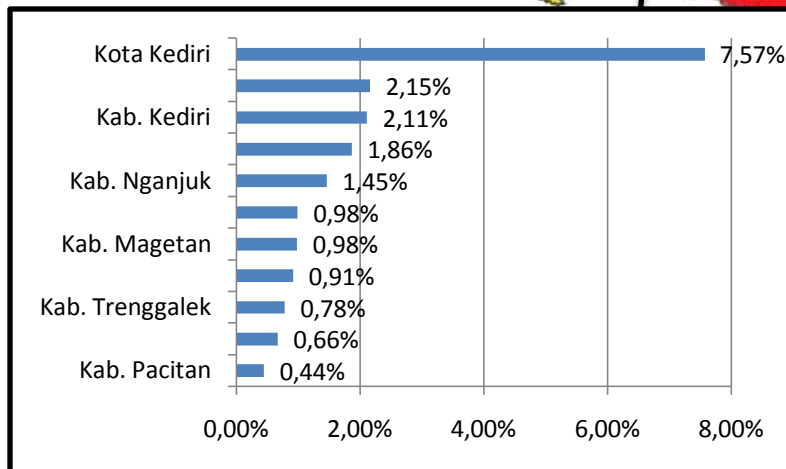
Koridor Utara



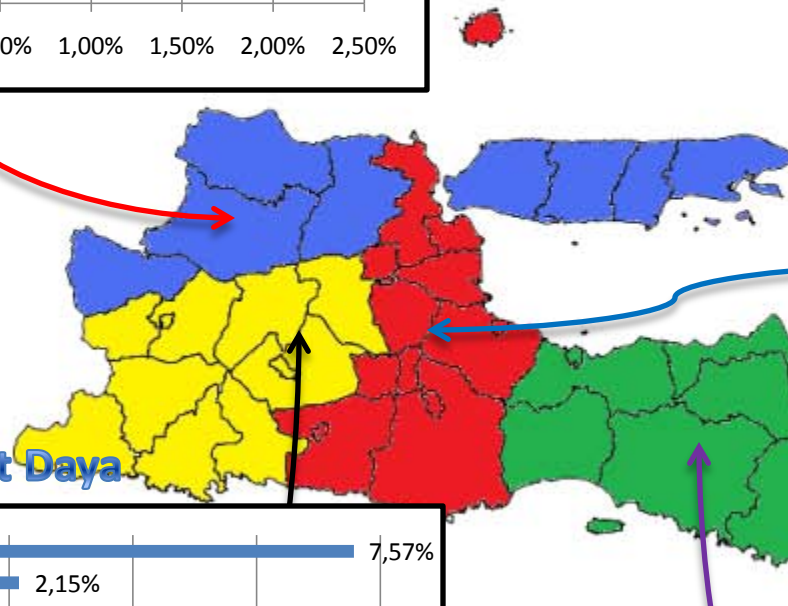
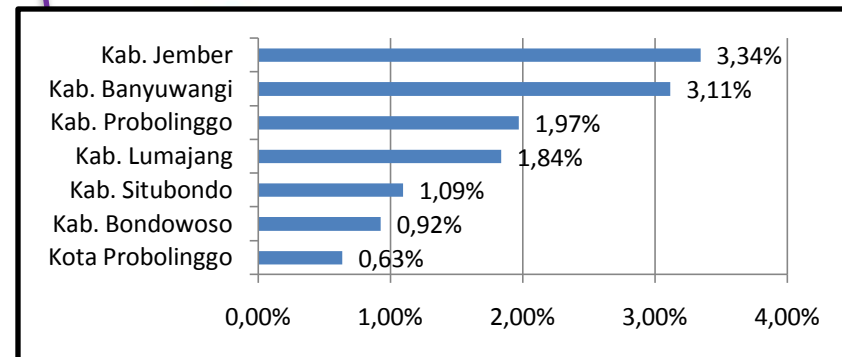
Koridor Utara Selatan



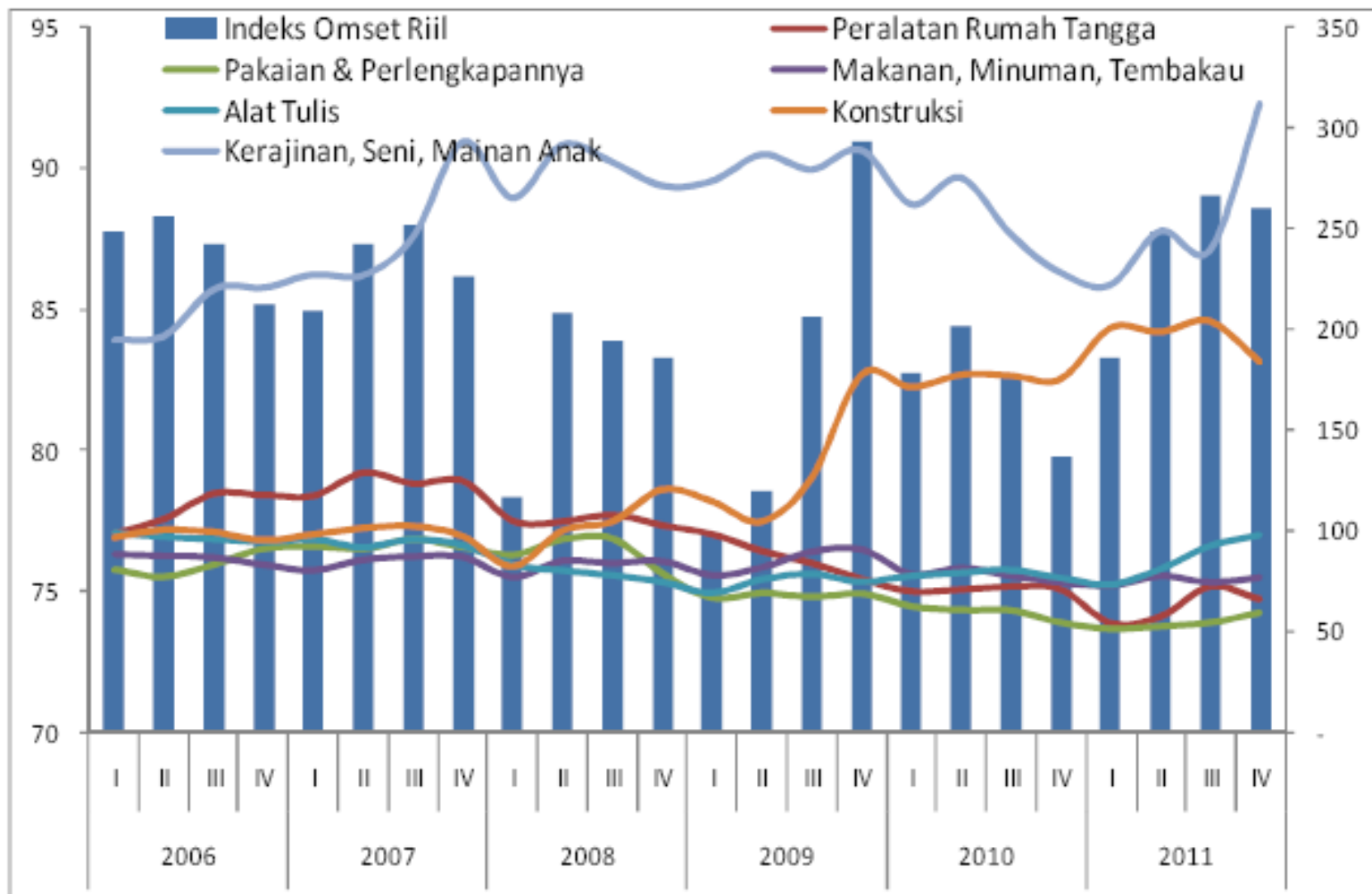
Koridor Barat Daya



Koridor Timur



Indeks Penjualan Eceran



Sumber: Survei Penjualan Eceran BI Surabaya

Potensi Baru

- Selesai dan terbuka akses ke kawasan Timur setelah arteri terbuka di Sidoardjo
- Harga BBM belum akan naik: IHK terkendali
- Limpahan aktivitas : dari dan ke Bali
- Peningkatan aktivitas Week end :
tretes, Pacet, Malang, Batu , Lamongan
- Peningkatan Konsumsi dan perputaran uang
- Terbuka nya peluang pengembangan usaha
- Peningkatan mutu jalan akses- kereta api dan logistik
- Pertanian perikanan peternakan perkebunan kehutanan

Menjadi kawasan ramah Investasi

- Membangun pelayanan prima untuk : perdagangan – jasa layanan angkutan dan pariwisata
- Integrasikan semua sumber pertanian perikanan peternakan menjadi bahan dasar produk dan perdagangan
- Mendukung proses pengembangan pelabuhan terpadu
- Menjadikan kota layanan perdagangan

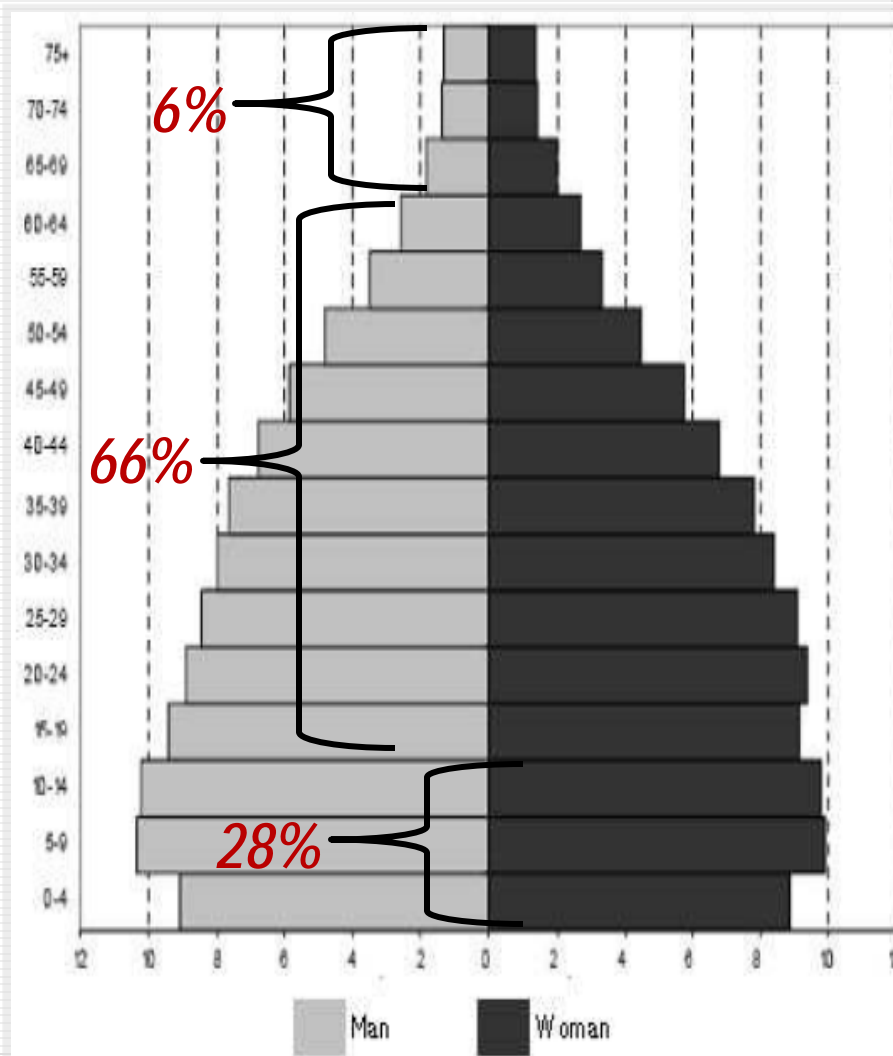
Prospek Business berikutnya

- Peran masa depan: simpul kota wisata
- Service Trade Tourism and Knowledge City
- Innovative city
- Creative Industry
- High Tech manufacturing
- Cultural centers
- Home Industry : handy craft, food, cultural products

Penduduk Indonesia : Young population

Indonesia

Kondisi kependudukan Indonesia



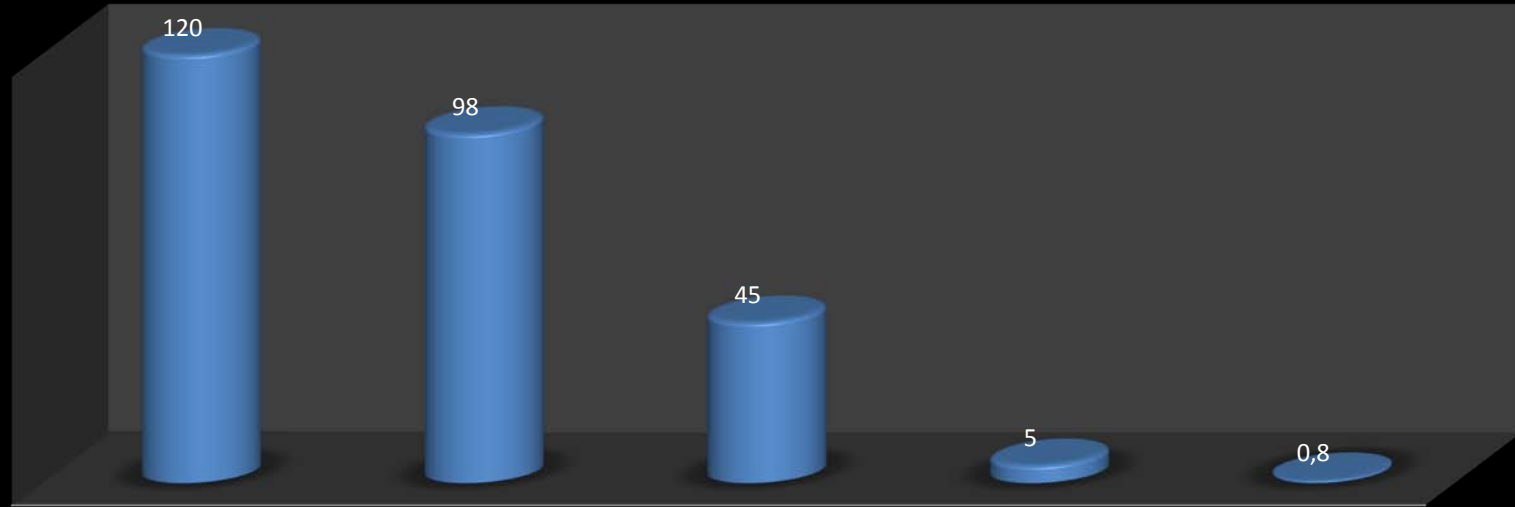
Kelompok usia produktif 15-64 tahun mencapai 66 % atau 165 juta
Merupakan kesempatan dan peluang konsumsi yang luar biasa besar dan laju pertumbuhannya cukup tinggi
Kelompok dibawah 15 tahun yang cukup besar : 70 juta

Kelas baru dalam market

- Entertainment – sport- cycling – café
- Music – dance dan segala macam performing events
- Tour – tourism dan adventure
- Travel to papua (raja ampas) dll
- Sea travel- diving

JUMLAH MASYARAKAT BERDASARKAN KELAS

■ JUMLAH (dalam juta rupiah)



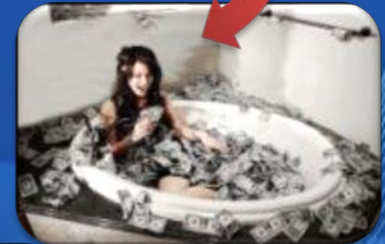
KELAS BAWAH

KELAS MENENGAH BAWAH

KELAS MENENGAH ATAS

KELAS SANGAT ATAS

KELAS YANG PALING TINGGI





KELAS YANG PA...
(>20 \$ per hari)

KELAS SANGAT ATA...
($10-20$ \$ per hari)

KELAS MENENGAH ATAS
($4-10$ \$ per hari)

KELAS MENENGAH BAWA
($2-4$ \$ per hari)

KELAS BAWA...
(<2 \$ per hari)

Future priority

- Energy Exploration: Oil , Gas, Geothermal
- Alternative Energy : Bio Ethanol (sugar cane base)
- Infrastructure: PORTS, Air
Ports, Irrigation, Environmental facilities
- Double track for railways, Toll roads, High ways
- City Transports: monorail, Electric trams
- Water front city, Entertainment Facilities

Manufacturing

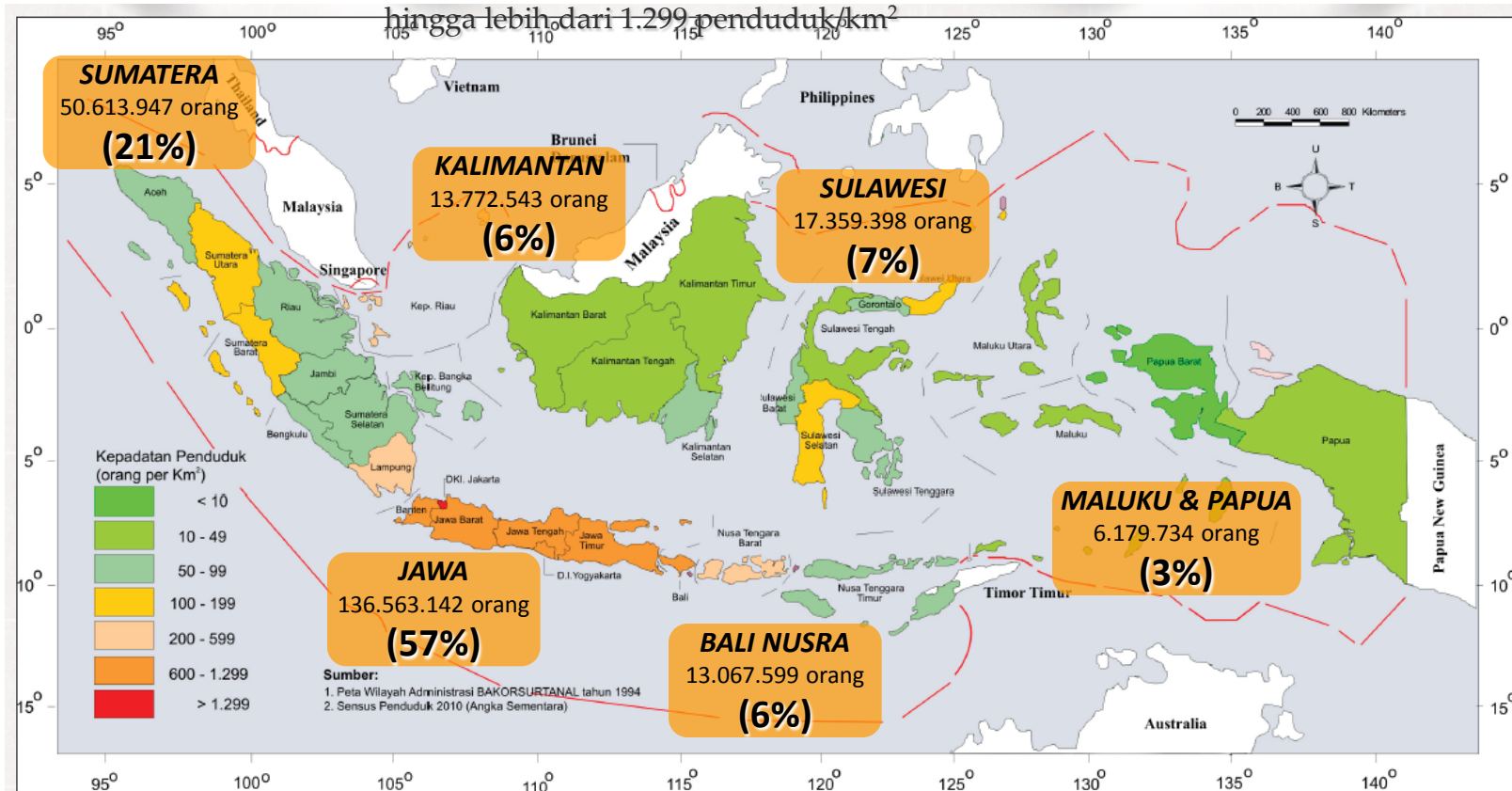
- Steel and pipes
- Cement (semen Gresik, Holcim)
- Fertilizer(Petro Kimia Gresik)
- Basic chemicals
- Metal products
- Furniture
- Automotive components, air craft assembling
- Sugar factories
 - Developing HIGH Quality Services :
Health – Food- Knowledge centers

Population and density of Indonesia

Population Indonesia 2010: 237.556.363 people
 2012: 250 milion

DKI merupakan **PROPINSI TERPADAT**

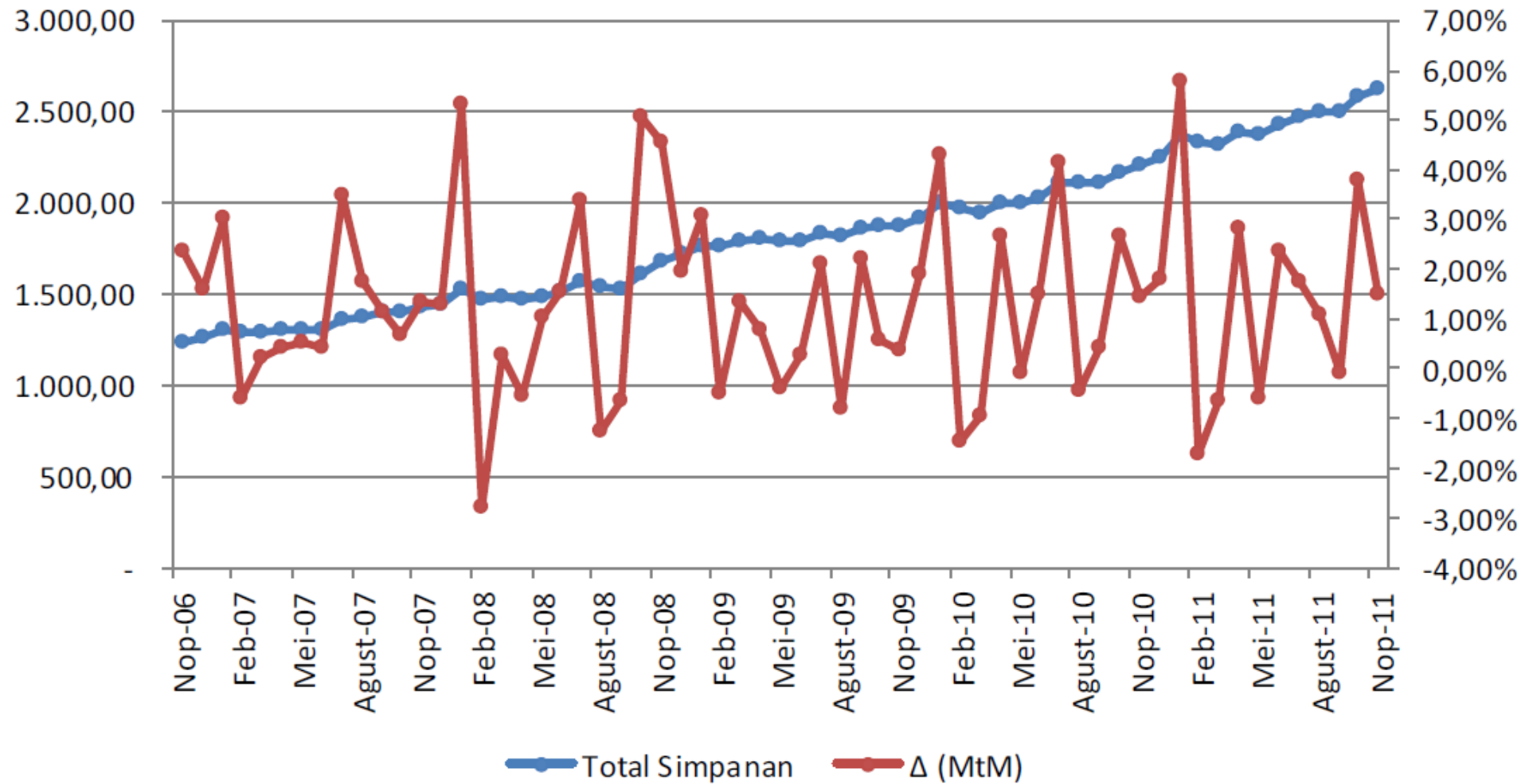
hingga lebih dari 1.299 penduduk/km²



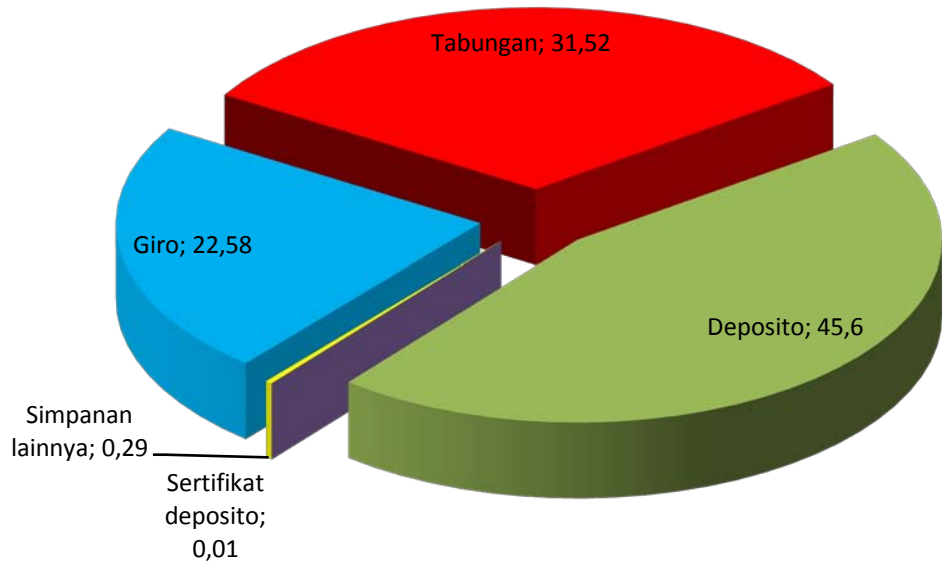
TOTAL TABUNGAN DALAM TRILLIUN RUPIAH



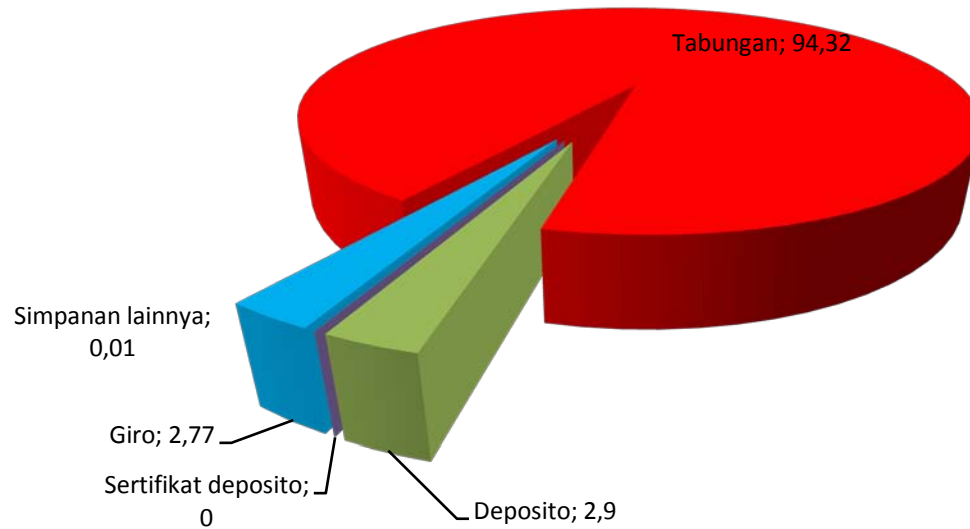
Trend Pertumbuhan Simpanan Bank Umum



Total Simpanan Berdasarkan jenis Simpanan



Jumlah Rekening Berdasarkan Jenis Simpanan



How to develop the PLAN

- Know your TARGET
- Know Your Competitors
- Know your Access
- Know your Price Strategy
- Select the right Media
- Positioning properly, accordingly
- Develop an Operation Plan
- Sales, supply chain

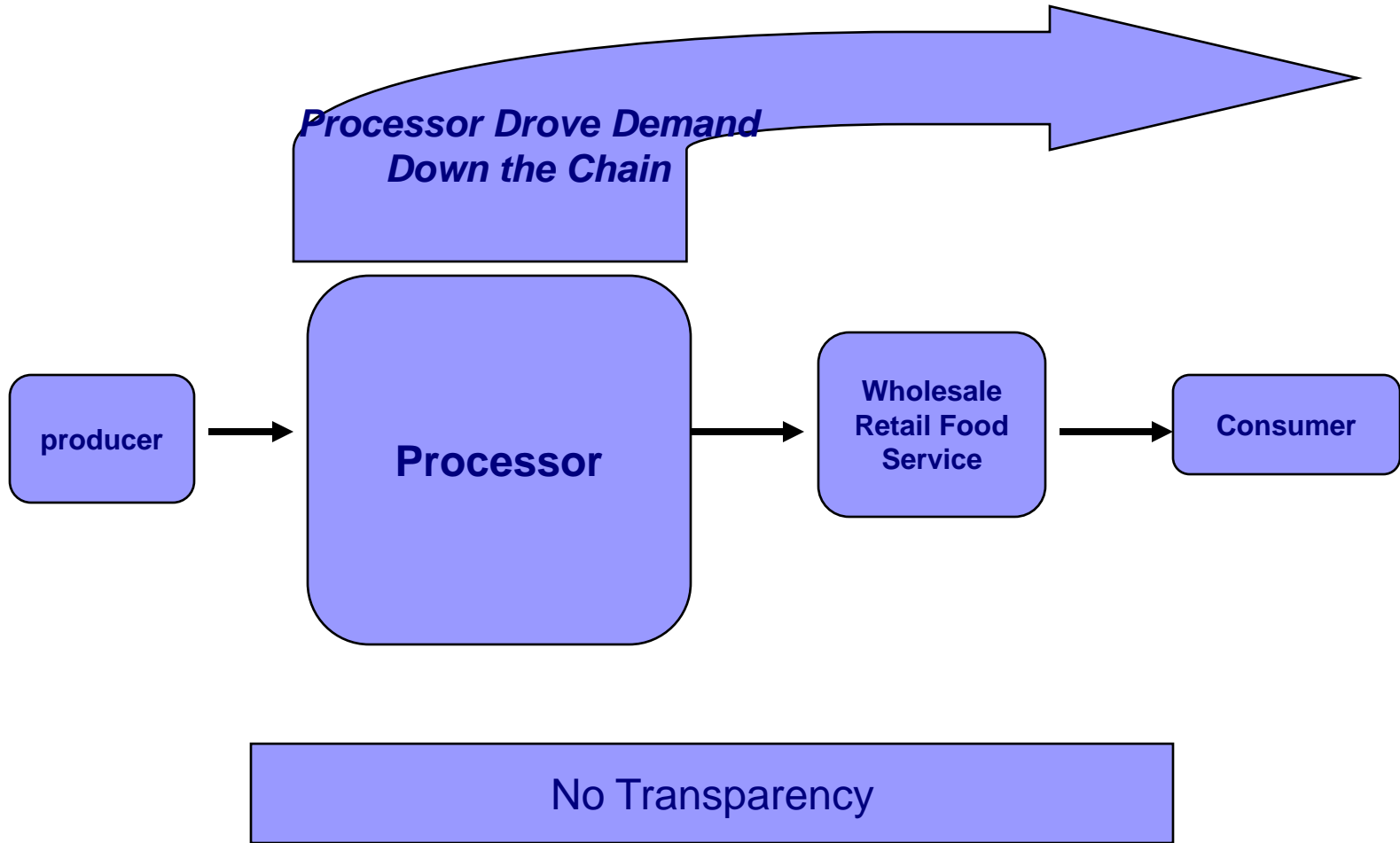
Daya beli masyarakat

- Melihat daya beli dan segment kelas atas Indonesia
- Jumlah dan kualitas sudah seperti total 5 negara asean plus
- Kebutuhan utama –peluang besar: mengkreasikan product dan service berkelas global dengan nilai dan kultural lokal
- Mengembangkan obyek wisata lokal bertaraf internasional

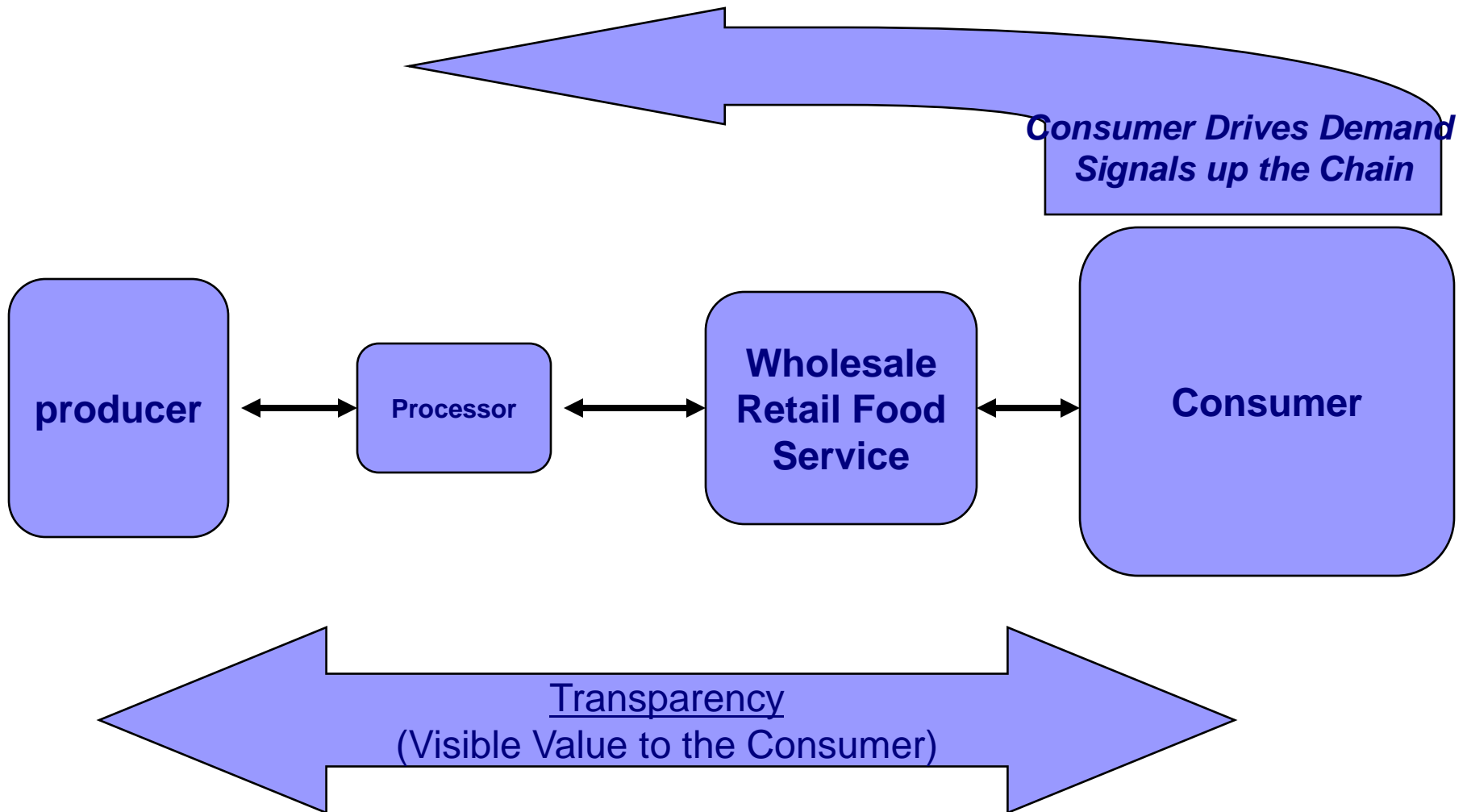
The voice of the consumer is getting louder



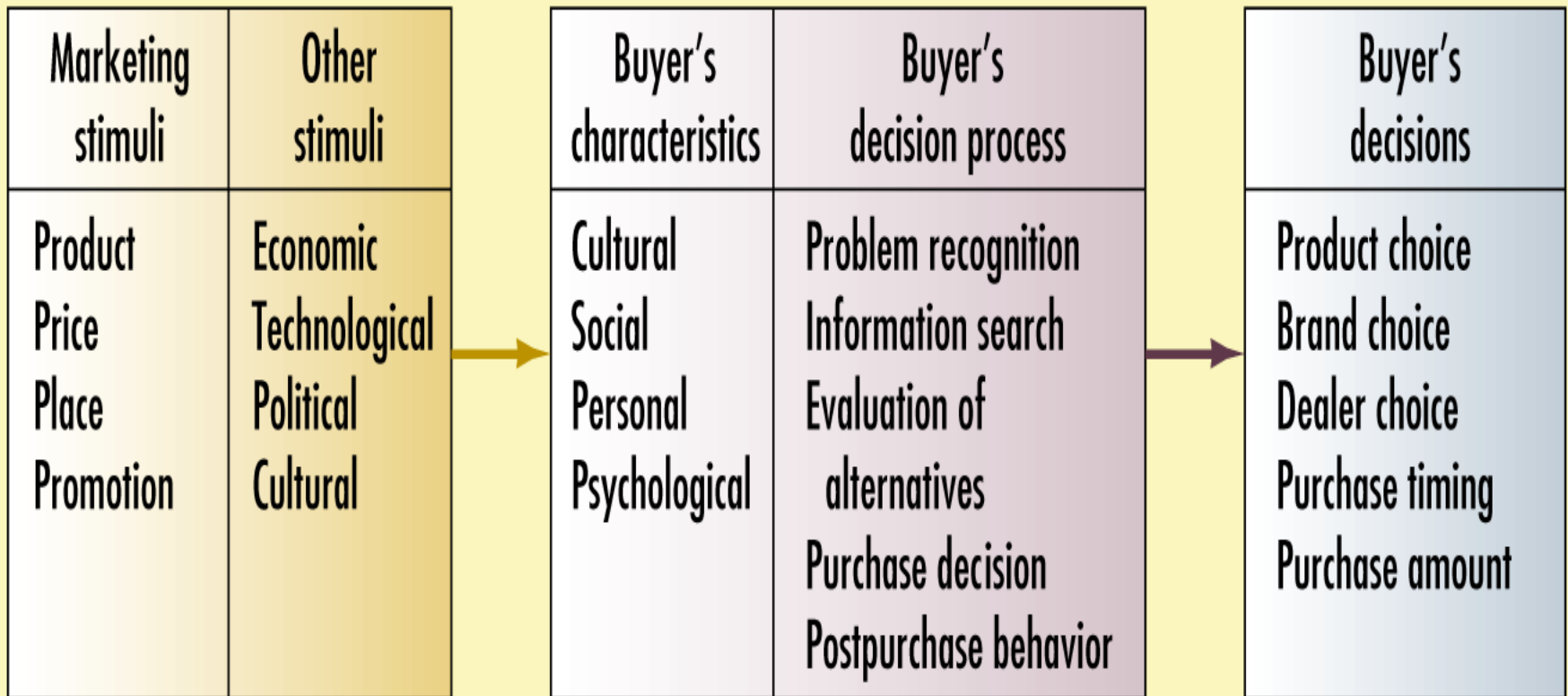
Old Chain Format



Today's Chain Format

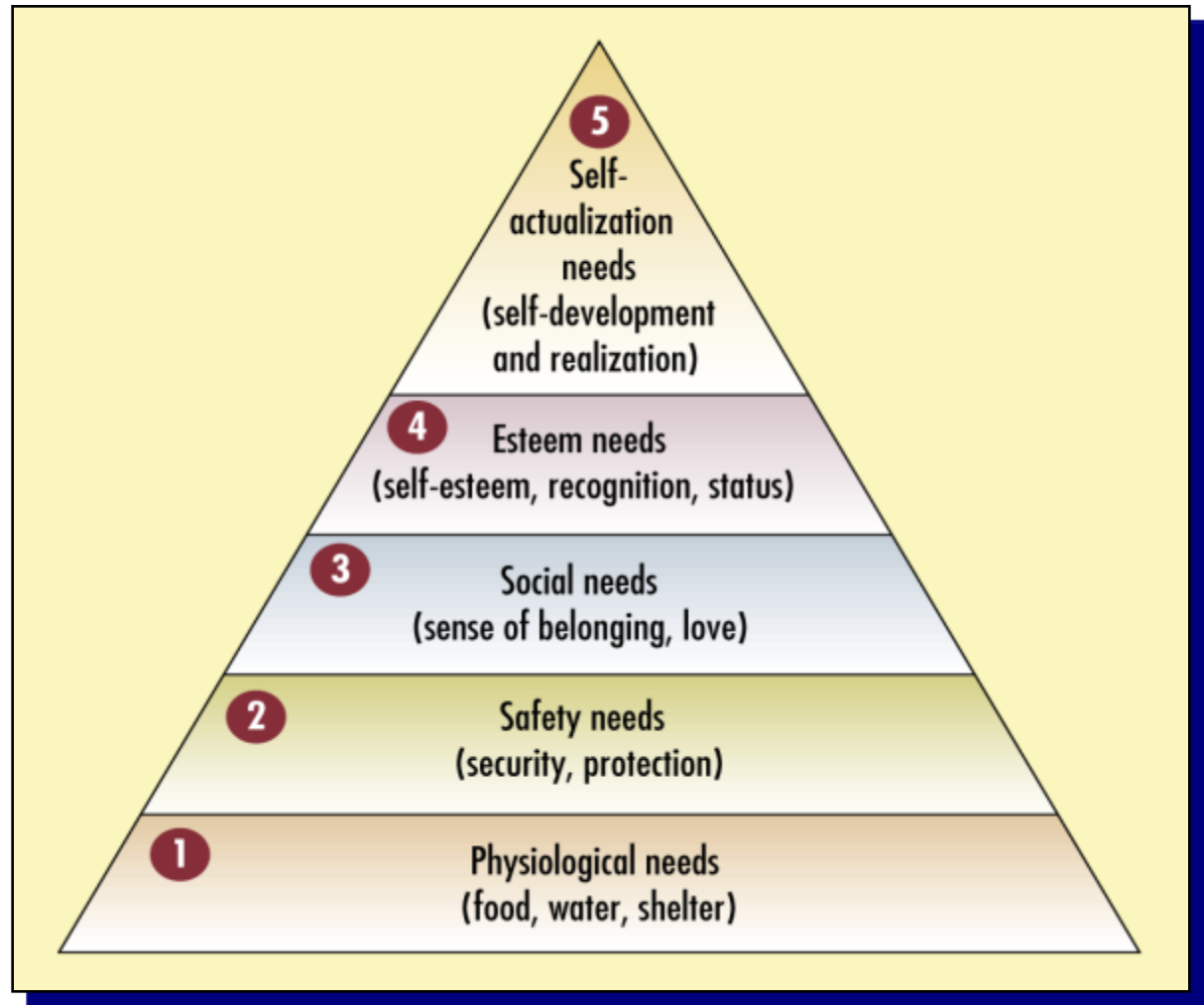


What are influences consumer behaviour?

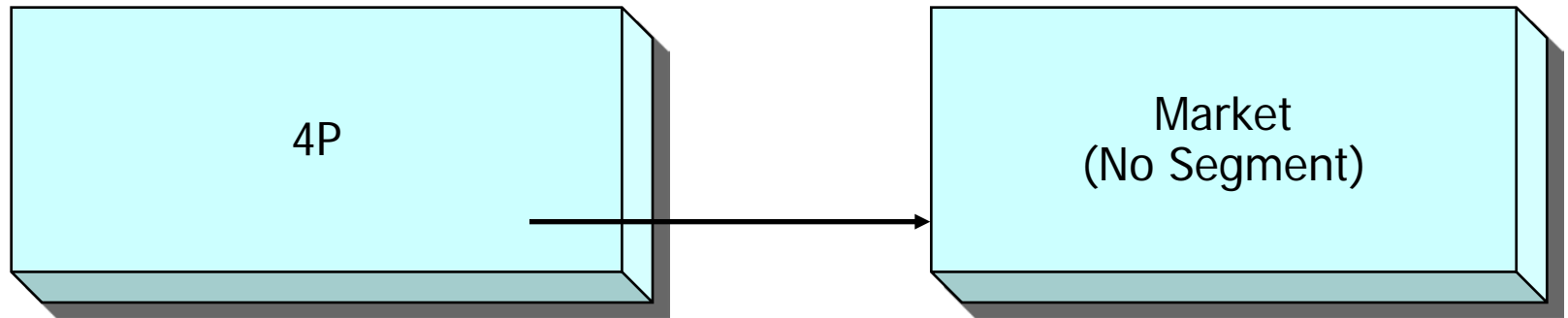


Influencing Buyer Behavior

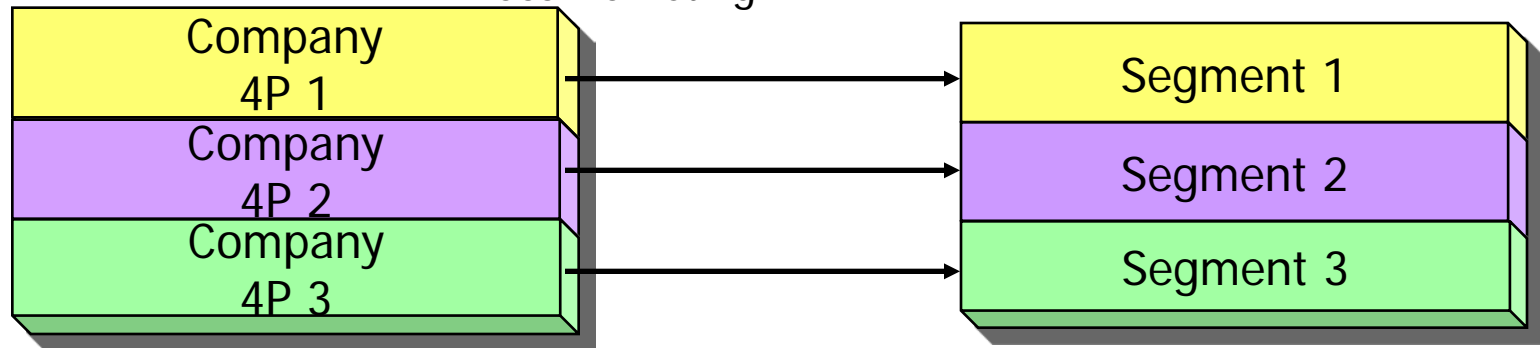
Maslow's
Theory :
Hierarchy
of Needs



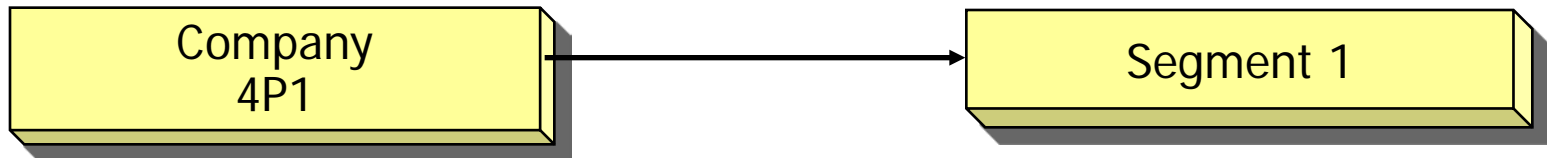
Targeting



A. Mass Marketing

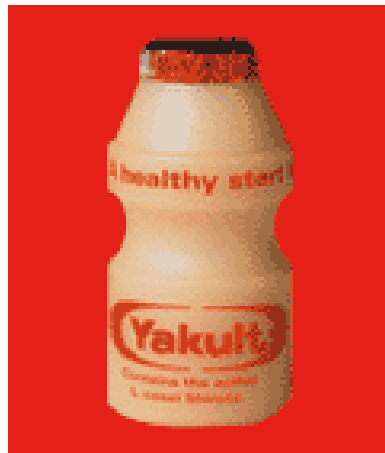


B. Multi-Segmented Marketing



C. Niche Marketing

Mass Marketing



Segment Marketing



Niche Marketing



How to Market Yourself

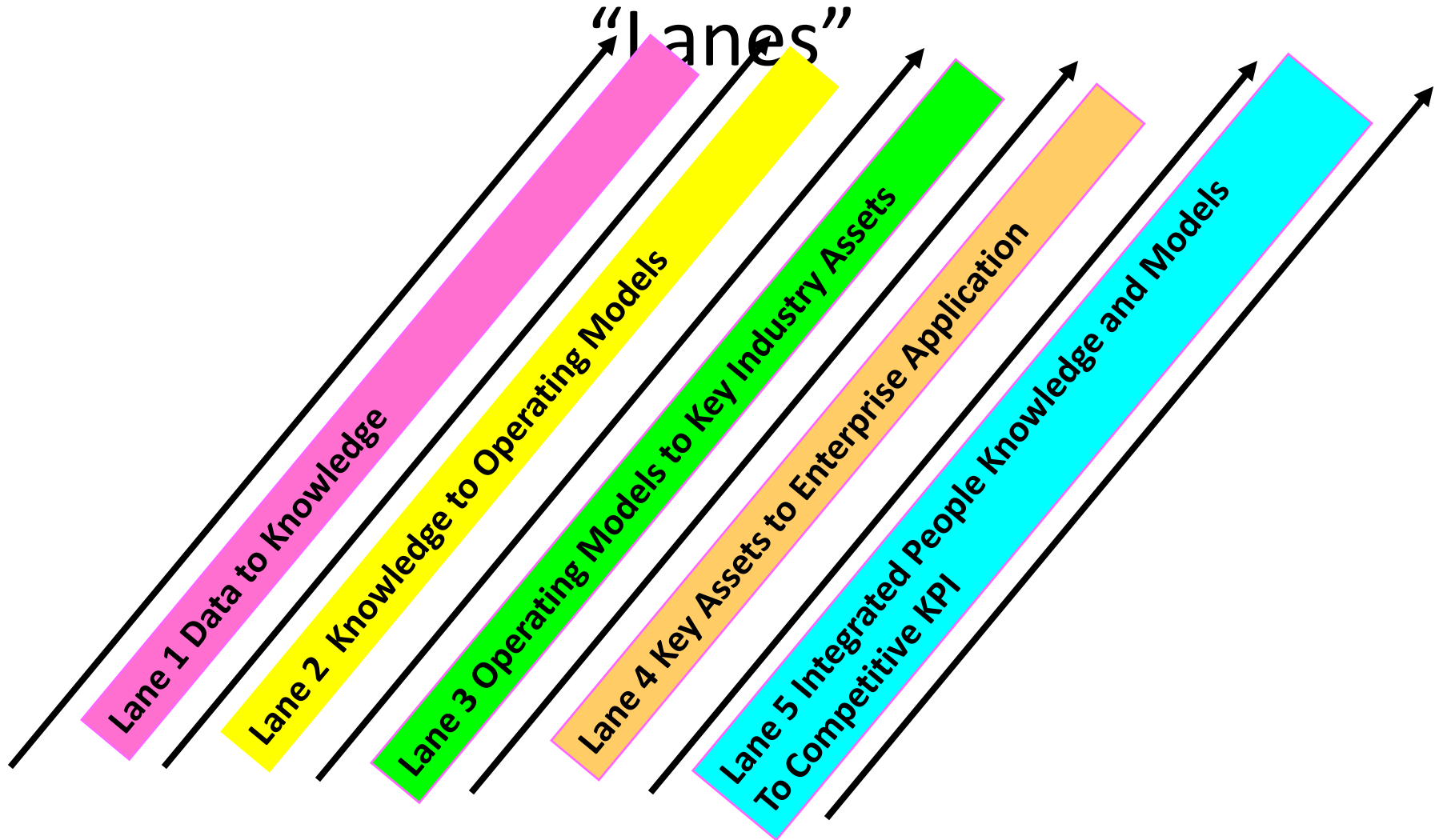
- Building Competence
- Develop Network
- Learn to Organize
- Incubate in a Profession
- Build Knowledge
- Communication

- Find a NICHE
- Amplify your Talent
- Go Digital

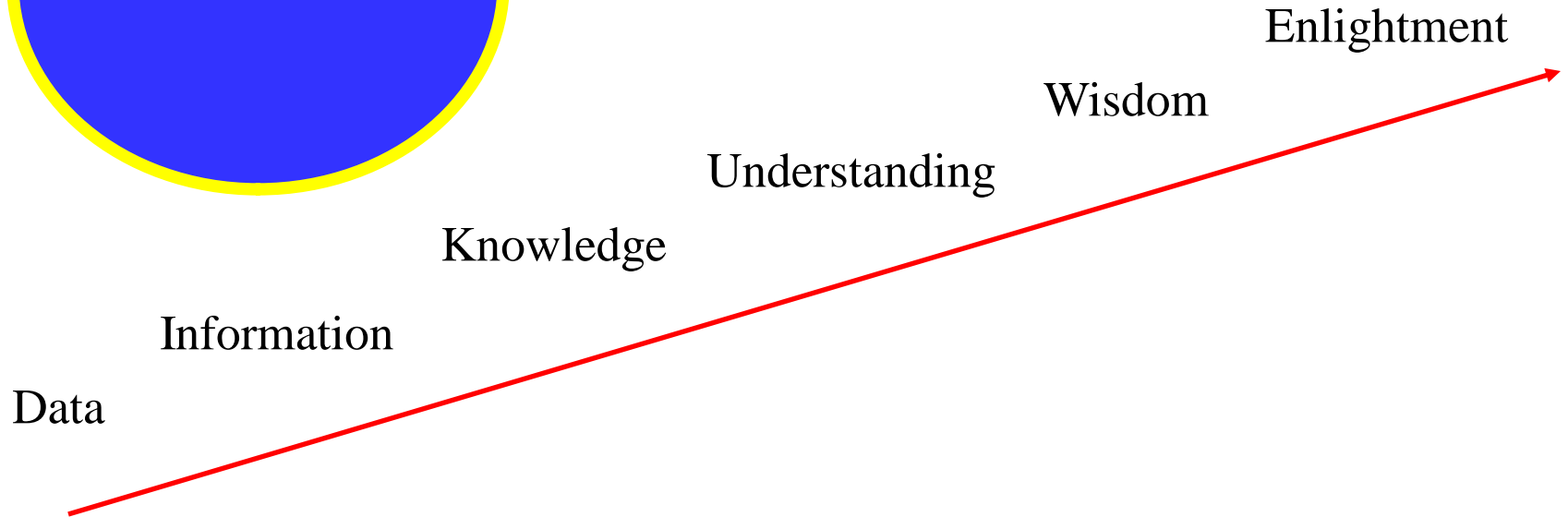
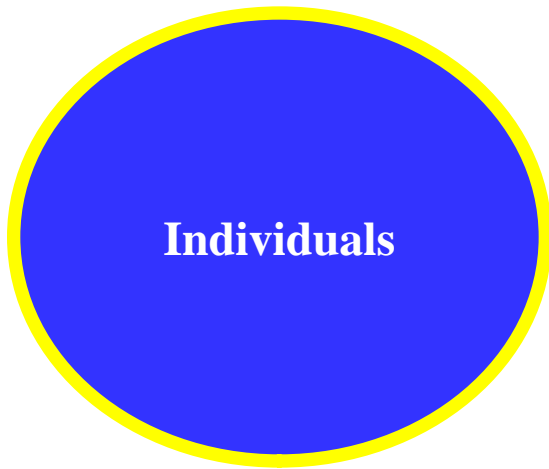
- Make an early start
- Train to Gain
- Make the right decision

The Smart Roadmap

Transformation as a Progression of

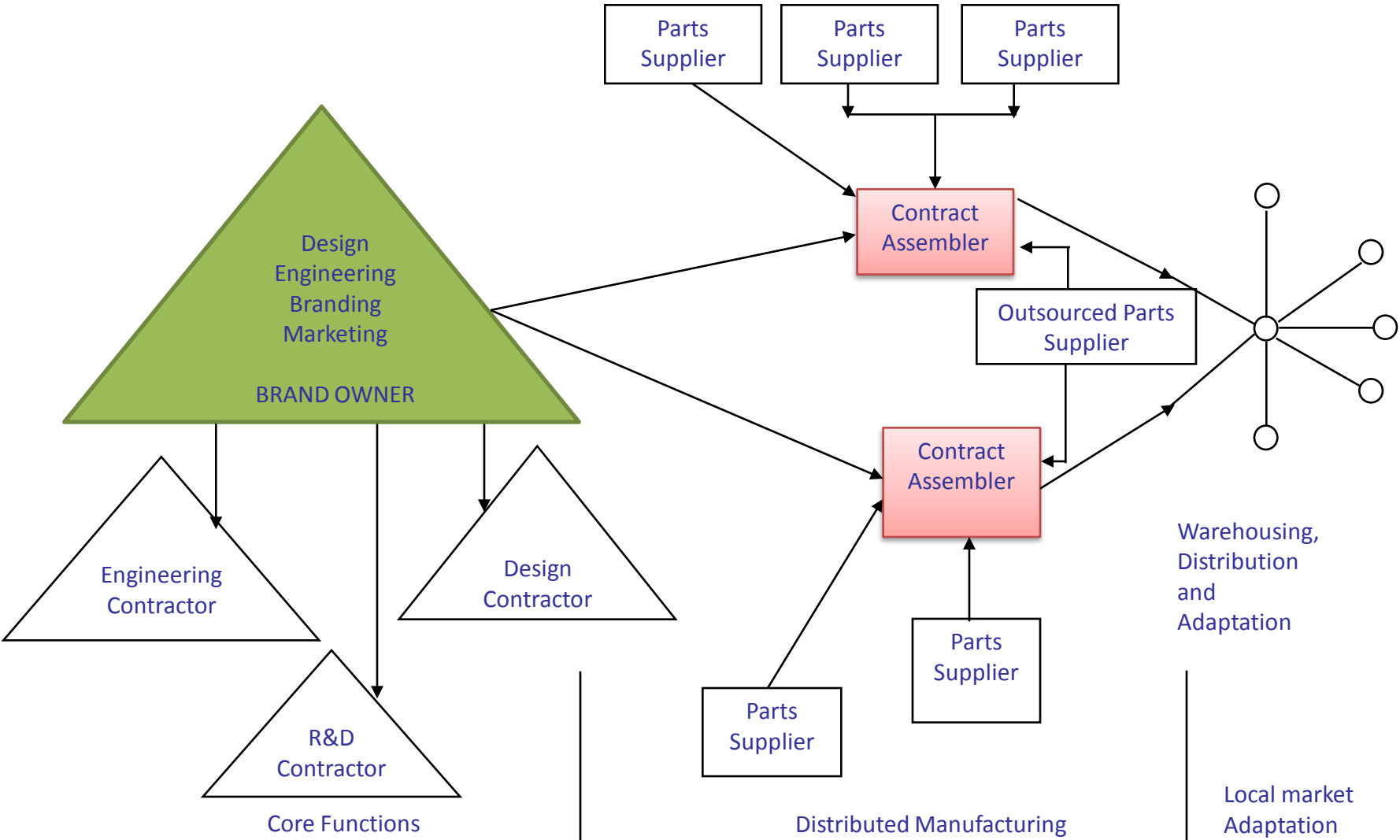


Individuals....

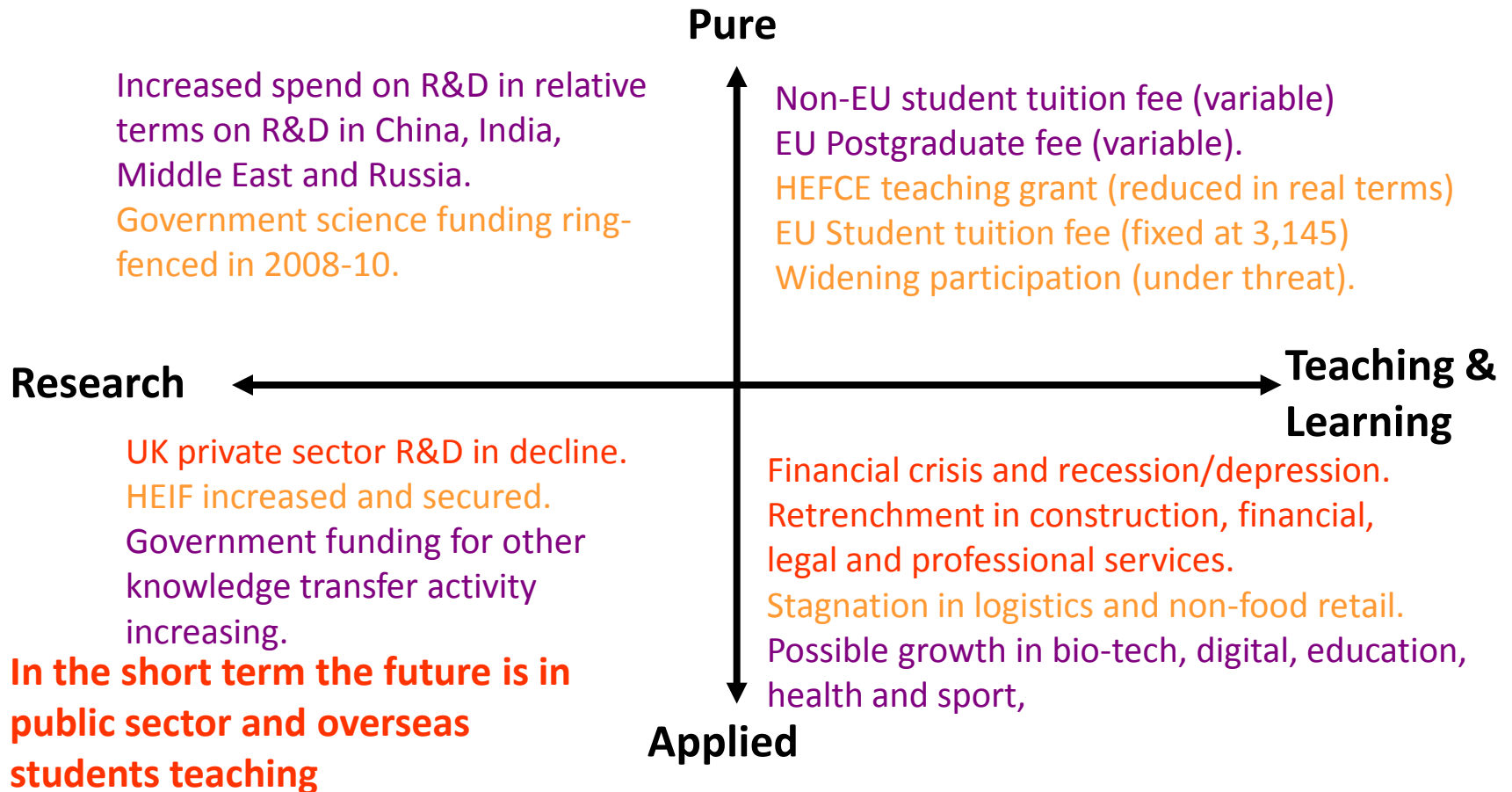


Everyone has strong personal preferences and need to contribute and express oneself

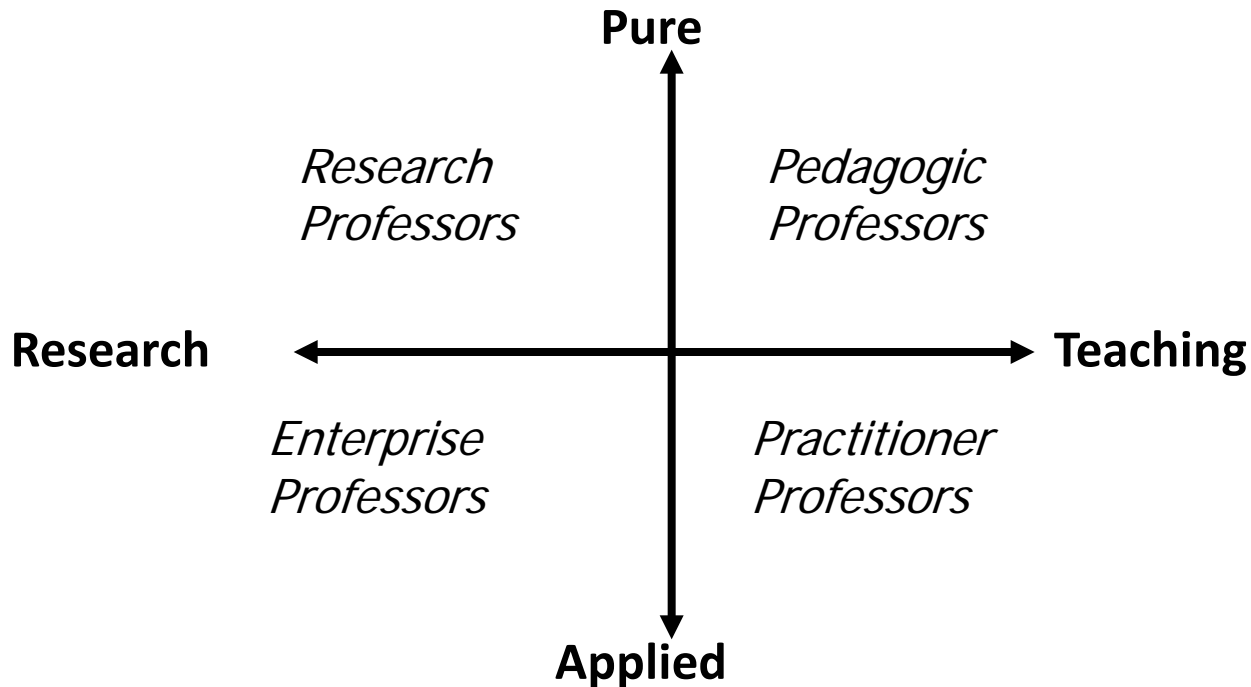
Globally Distributed Operations



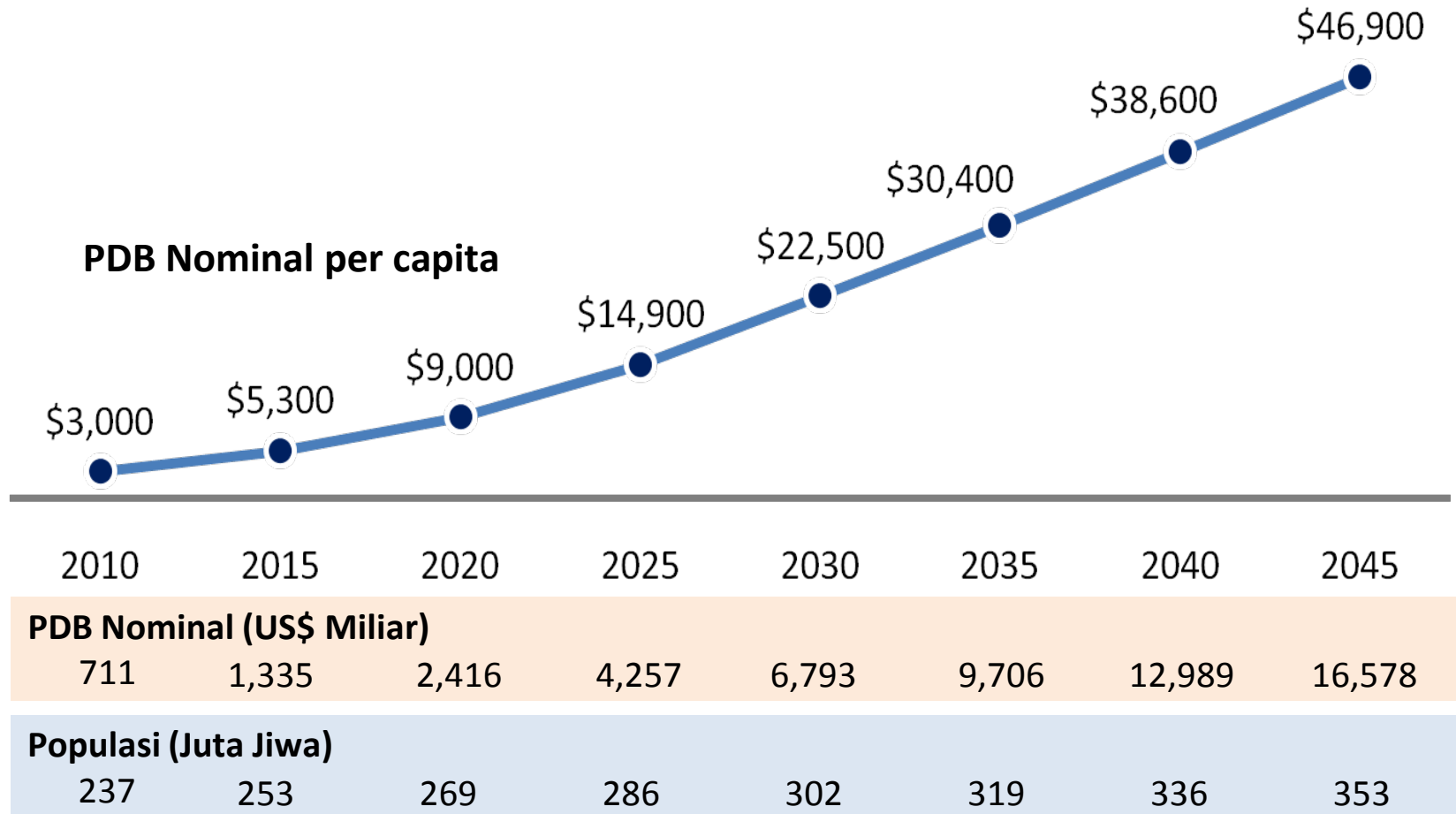
Market Context

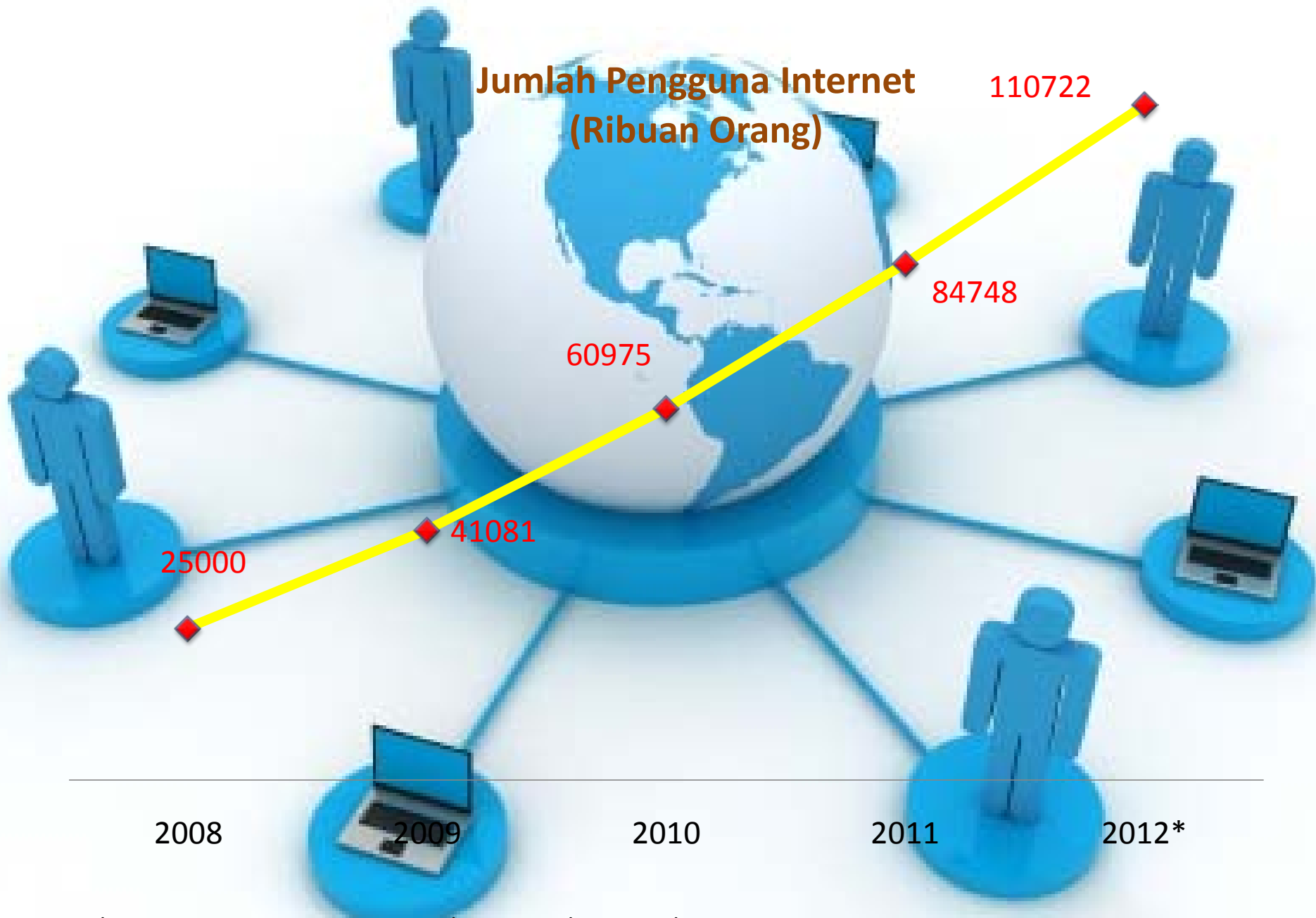


Futures and Implications Academic Career Paths



Tahapan Pembangunan Ekonomi Jangka Panjang

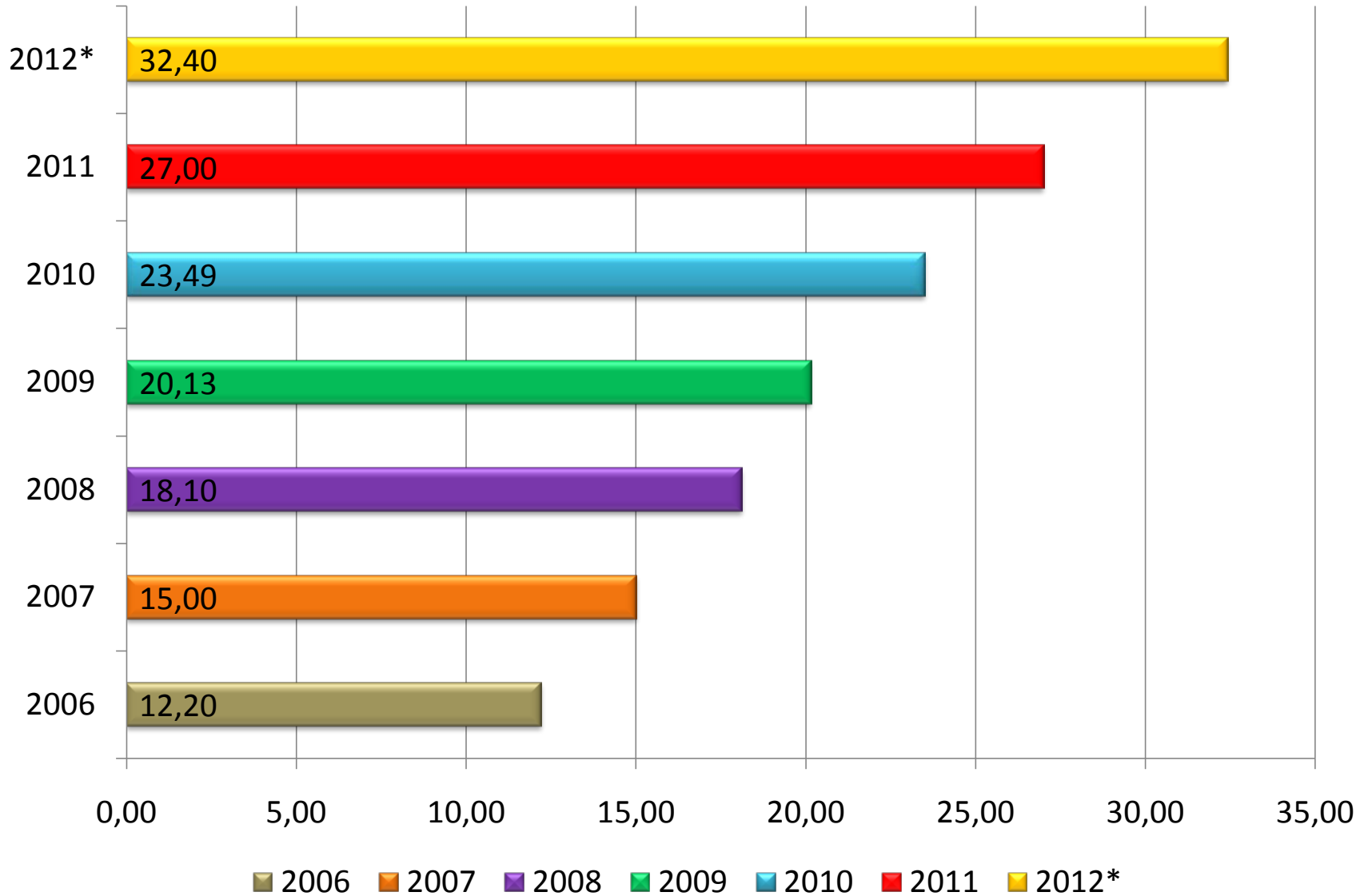




Sumber : Business Measurement Intelligence Indonesia Telecommuniocation Repoert Q2 2011

*) proyeksi

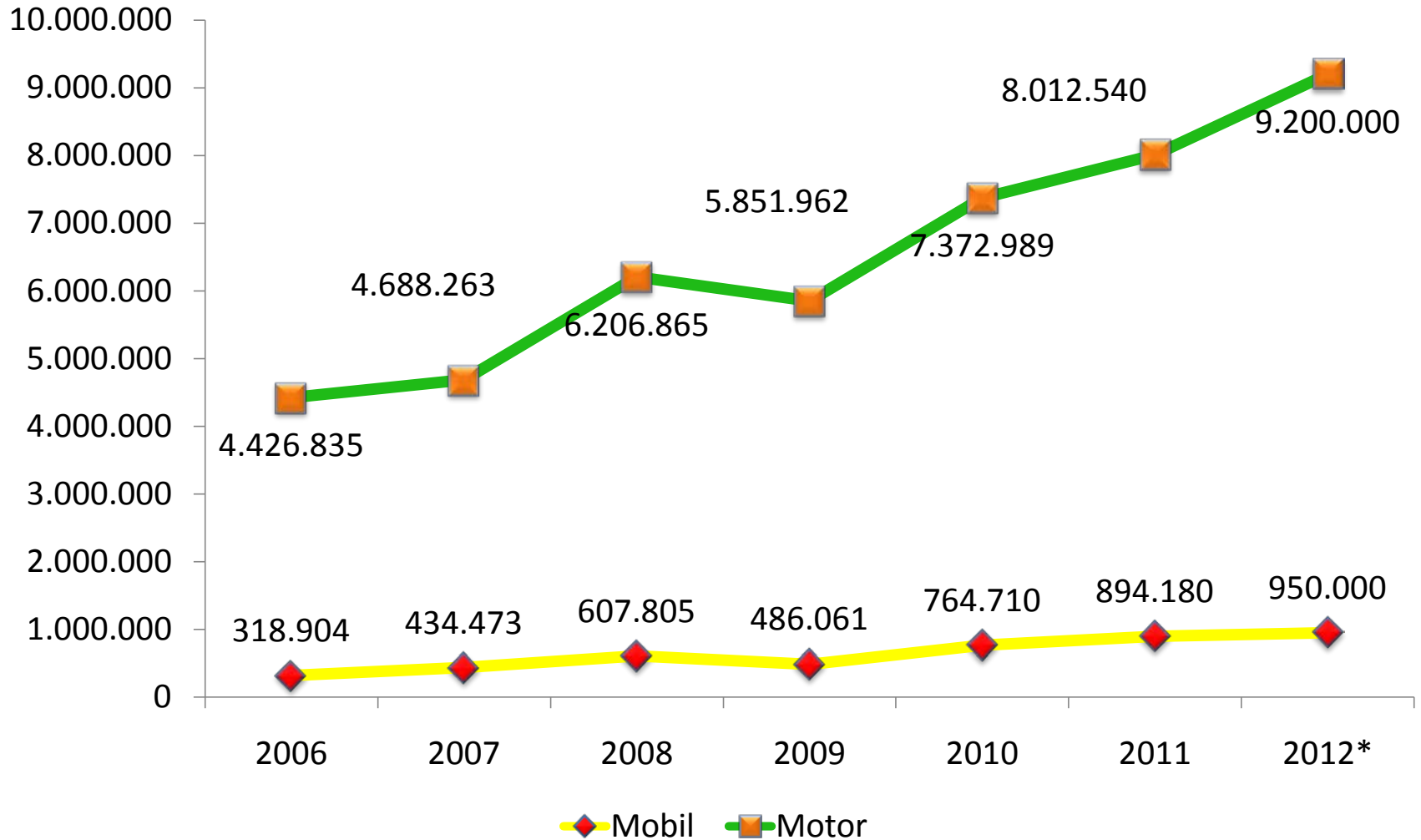
Penjualan Elektronik Nasional (Rp triliun)



Sumber : Elektronik Marketer Club (EMC) dan Gabel

*) Proyeksi

Penjualan Mobil dan Motor



Sumber : Gakindo, AISI

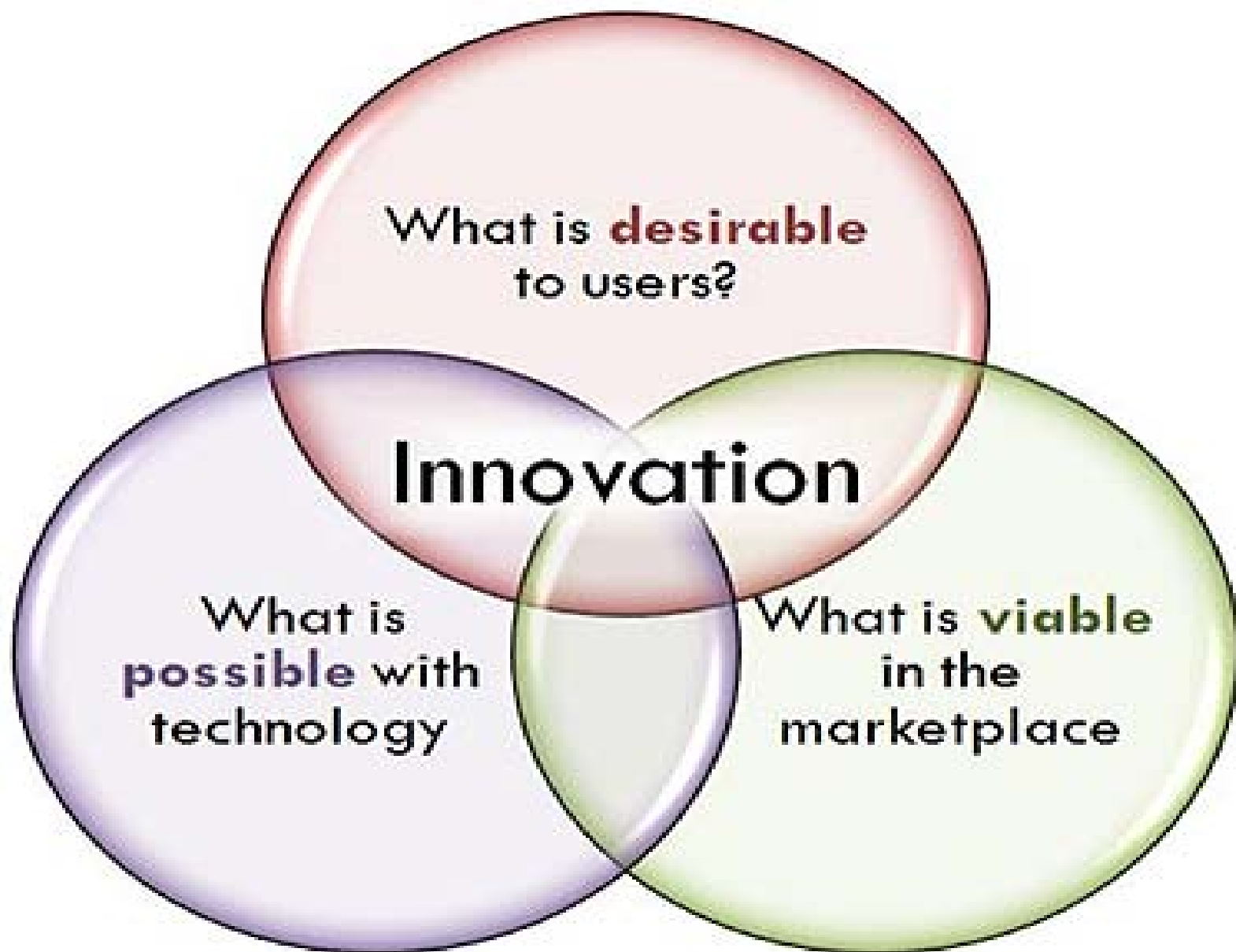
*)proyeksi

Digital Advertising

Country	Requests	% of Requests	% Share Change
United States	8,313,623,169	40.3%	-1.3%
India	2,051,594,085	9.9%	0.5%
Indonesia	1,099,740,910	5.3%	0.9%
United Kingdom	627,711,013	3.0%	-0.2%
Canada	447,846,295	2.2%	-0.3%
Japan	433,957,624	2.1%	0.3%
France	399,301,532	1.9%	-0.1%
China	388,871,546	1.9%	0.0%
Mexico	341,201,254	1.7%	-0.3%
Vietnam	326,367,461	1.6%	0.3%
Other Countries ^{(1) (2)}	6,219,753,579	30.1%	
Total	20,649,968,468	100.0%	

Kenapa harus Go digital?

- Process dan alokasi product untuk komunikasi makin go digital
- Digital media dan social media dibaca dikunjungi oleh lebih banyak orang, lebih lama dan lebih asyik
- Print media makin digital
- Media Interaktif makin bersambut dan perlu



The Skills Needed

Changing human behavior requires skills in

- Change management,
- Communication and
- Leadership

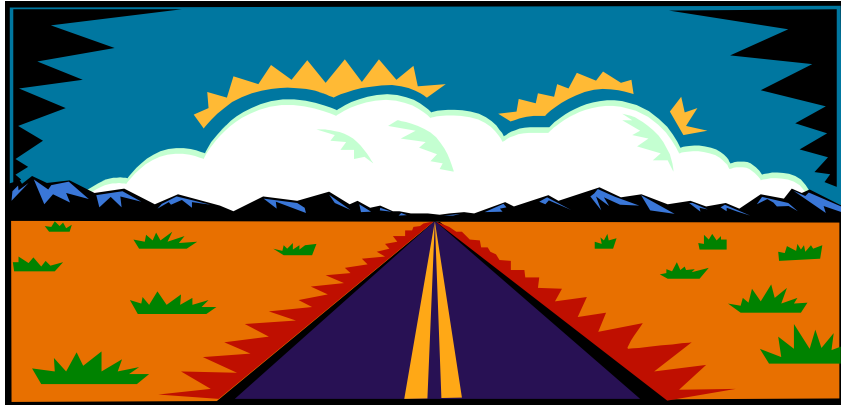
Perubahan

- Budaya Inovasi akan memandu perubahan
- Clean and Green Economy
- Kultur luhur perlu hidup dan dihidupkan
- Pendidikan kultur, Ethika dan Moral makin penting
- Peduli Sosial, Politik dan kebudayaan
- Tanggung jawab sosial

Entrepreneurship: A Process

- **Entrepreneurship is not a one shot act**
- **Entrepreneurship is a process**
- **Entrepreneurship is closely associated with quality management process**
- **It is an attitude that starts with the leader who encourages the continuous search to find new ways to do things better; to find new and better products and services which does not simply satisfy, but may even delight clients.**
- **Entrepreneurship is the chain of responses to identifiable individual and community needs, and to environmental and organizational change.**

Summary

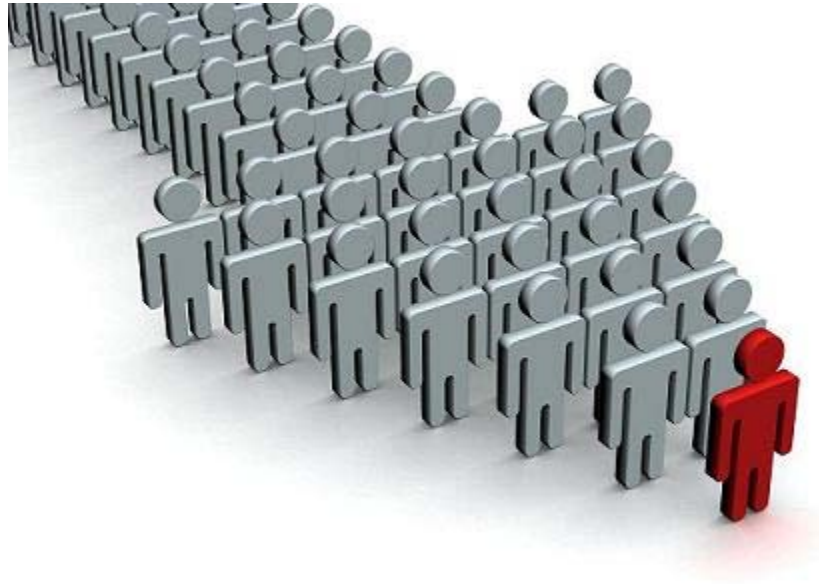


- The business world is developing
- Expectations are rising
- Professions have to earn respect
- Guidance is needed
- Professional bodies have a key role

Adakah pengendali organisasi yang cerdas?



Menyelaraskan barisan



Pertumbuhan kualitas hidup jauh LEBIH UTAMA





END OF SLIDES
THANK YOU



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Enciety Business Consult