

Developing distribution channel trough web store (e- business) at olympic furniture

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=127796&lokasi=lokal>

Abstrak

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Competition in furniture business is very tighten now. Though there are a lot of Indonesian furniture producers and distributors, some players form foreign countries are also expanding their market in this country. Today Olympic Group has four distribution channels that contributing company?s revenue, those are: Traditional Retail Outlet (TRO); Modern Retail Outlet (MRO) such as: Carrefour, Giant, Hypermart; Direct Selling (DS) such as: OFAL, Mer, Furnimart; and Export. However Casmi realizes that selling activity is not only the activity of selling product itself but also it has to deliver value to all customers.

The existing distribution channels are not enough to increase market share and revenue at all. As a market leader, Olympic should find another strategy to increase its revenue through developing a new distribution channel in order to get competitive advantages.

This research focuses on how Olympic develops a new distribution channel as another income by using Theory of Generic Strategy Process Model. The strategy process model consists of four steps strategic analysis. The steps are Strategic Analysis, Strategic Objectives, Strategic Definition, and Strategic Implementation.

The result of Generic Strategy Process Model is strategic business plan ? Developing Distribution Channel through Web Store (E-Business) at Olympic Furniture ? or furniture selling activity through the Internet. One of company?s consideration why Olympic should sell furniture through the Internet, because it just enables to enlarge internal resources that company has invested in ERP, and IFS information system in 2001. For the further discussion, some analytical data and facts will be presented in this study.