

Peningkatan nilai pelanggan unggul pengembangan pasar melalui media online dan peningkatan efisiensi biaya UKM Aleyka Baju Sulam Indonesia = Superior customer value enhancement development of the market through online media and increase of cost efficiency of SME Aleyka Baju Sulam Indonesia

Aldila Septia Berdapaningtyas, author

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Abstrak

ABSTRAK

UKM yang menawarkan produk pakaian wanita dengan aplikasi sulam yang bernama Aleyka Baju Sulam Indonesia. Fokus dari tesis ini adalah peningkatan nilai pelanggan unggul, pengembangan pasar melalui media online serta peningkatan efisiensi biaya dari UKM. Business coaching ini dilaksanakan dengan menggunakan metode kualitatif yaitu depth interview dengan pelaku UKM.

Hasil yang diperoleh dari pelaksanaan business coaching menunjukkan beberapa perbaikan terkait dengan pembentukan lini produk untuk menguatkan nilai pelanggan unggul, pengembangan pasar melalui media online yang dilakukan melalui media sosial online dan website serta peningkatan efisiensi biaya produksi melalui penjalinan kerja sama dengan distributor bahan baku dan efisiensi biaya saluran distribusi melalui media online.

ABSTRACT

The thesis that is carried out in the form of business coaching discusses an SME that is offering women's clothing with embroidery application named Aleyka Baju Sulam Indonesia. The focus of this thesis is the superior customer value enhancement, development of the market through online media as well as increased cost efficiency of SMEs. Business coaching is conducted using qualitative methods of depth interview with SMEs.

The results obtained from the implementation of the business coaching show some improvement associated with the formation of product lines to strengthen superior customer value, market development through online media is done through online social media and website as well as increased cost efficiency of production through establishing cooperation with distributors of raw materials and cost efficiency distribution channels through online media.