

Analisis strategi business-to-business (B2B) pada divisi wholesale service PT Telkom Indonesia = Analysis of business to business (B2B) strategy in the wholesale service division of PT Telkom Indonesia

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Abstrak

Laporan magang ini bertujuan untuk menganalisis strategi business-to-business (B2B) pada Divisi Wholesale Service PT Telkom Indonesia. Data diperoleh menggunakan data kualitatif dengan mewawancarai beberapa karyawan yang terlibat dalam kegiatan yang dilakukan oleh Divisi Wholesale Service dalam pencapaian target tahun 2016. Account Management berperan besar dalam pencapaian target tersebut dimana Account Management melakukan kegiatan penawaran produk kepada pelanggan dengan menggunakan strategi business-to-business. Pelanggan dari Divisi Wholesale Service adalah perusahaan yang bergerak di bidang telekomunikasi yang menawarkan produk kepada end user. Pelanggan tersebut disebut oleh Divisi Wholesale Service dengan OLO (Other Licensed Operator), yang terdiri dari Indosat, XL, Smartfren, Smart, STI (Sampoerna Telekomunikasi Indonesia), Hutchison 3 Indonesia, Btel (Bakrie Telecom) dan BBT (Batam Bintang Telekomunikasi).

The objective of this internship report is to analyze the business-to-business strategies in the Wholesale Service Division of PT Telkom Indonesia. Data was collected using qualitative techniques along with interviewing employees whom are involved in the activities of the Wholesale Service Division which are undertaken in order to achieve their targets in 2016. The Account Management team has a big role in achieving those targets, which is why they offer new products to existing customers using business-to-business strategies. Customers of the Wholesale Service Division are telecommunication companies called OLO (Other Licensed Operator). They are; Indosat, XL, Smartfren, Smart, STI (Sampoerna Telekomunikasi Indonesia), Hutchison 3 Indonesia, Btel (Bakrie Telecom) and BBT (Batam Bintang Telekomunikasi). They all offer different products to the end users.