

## Marketing strategy analyze of kerastase institute in irwan team pondok indah mall

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### Abstrak

Kerastase is a luxury haircare brand for the hair and scalp with the optimal result supported by Recherche Avancee de L'Oreal with high technology based on the competence of the Kerastase Consultant Hairdresser to give the right response to consumer expectations in the realm of beauty and wellbeing.

Kerastase is owned by L'Oreal and sold through the professional salon distribution channel. In Indonesia, Kerastase has been in the professional hair care market since 1994.

Kerastase confirmed its leading position in 2003. It strengthened its image as the "Institute hair care" brand for salon use and for sale, and consolidated its professional luxury. His major success is good control of the product and distribution, which the type of distribution channel for Kerastase products is direct selling to Kerastase partner salon approximately 66 Kerastase Salon in Indonesia. And also to maintain his luxury image, Kerastase develop in-Salon merchandising with strong K-branding and strong media campaign and editorial.

Kerastase has recently opened its first Hair and Scalp Institute inside one of Jakarta's leading salons, which is Irwan Team HairDesign Salon in Pondok Indah Mall. The Kerastase Institute is "A new Kerastase model for professional, personalized luxury hair care treatments for scalp and hair which deliver a high quality image and level of performance service in salon".

I was given the job of analysing the Institute systems and procedures as well as customer satisfaction and needs. My objective was to prepare improvement and to suggest how to upgrade the sales and the profit of the Institute for both L'Oreal and the Salon. The project was conducted for 3 months.

This report is prepared to fulfill the requirement of the program: Magister Manajemen Universitas Indonesia, Certificat d'Aptitude a L'Administration des Entreprises. The objective of the survey is to understand the habits, preference and expectation of the consumers of Kerastase Institute and Irwan Team. The Institute also in the process of constructing a VIP membership club, so they want to know the respond of the clients on this issue.

The method of data gathering is by questionnaires dispersed to 30 customers of Kerastase Institute and 30 customers of Irwan Team Salon. Although not of all them gave respond, but the minimal amount of 30 respondents was fulfilled.

The respondents were satisfied with the quality of services offered by Kerastase Institute. The average visit per month was more than 3 times, and the average spending was more than one million rupiah for beauty treatment. This shows a strong market preference for the products and services, and a good purchasing power, too.

On the VIP membership, the responds were good, and the benefits requested by the members were in the form of discounts or free treatments in Kerastase Institute.

One important finding of the survey was the lack of information and unfamiliar of the term "Kerastase Institute". Even some of the participants (already being a participant for some time) did not know or have

the information on the institute. To enhance the term, Kerastase Institute needs to develop some promotional program, such as in advertising. This survey gave information on the most preferable media of advertisement: Kompas for the newspaper segment, Femina, Cosmopolitan, and Dewi for the magazine segment.