

Strategi penambahan saluran distribusi melalui online marketing dalam rangka meningkatkan penjualan (Business Coaching UKM Yes Cake & Bakery) = Strategy of adding distribution channel through online marketing in order to increase sales (Business Coaching UKM Yes Cake & Bakery)

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Abstrak

ABSTRAK

Nama : Annisa Vini Cahyati Program Studi : Magister Manajemen Judul : Strategi Penambahan Saluran Distribusi melalui Online Marketing dalam Rangka Meningkatkan Penjualan Business Coaching UKM Yes Cake Bakery Dosen Pembimbing : Agung Nugroho, M.Mgt. Tesis ini membahas business coaching yang dilaksanakan Penulis dengan Usaha Kecil Menengah UKM YES Cake and Bakery, khususnya pada bagian pemasaran yang memiliki tugas dan tanggung jawab untuk menjual produk-produk YES Cake and Bakery yaitu roti, kue, dan kue kering. Salah satu tujuan dari tesis ini yaitu membantu pertumbuhan bisnis YES Cake and Bakery melalui penambahan saluran distribusi melalui online marketing. Produk roti, kue, dan kue kering disepakati untuk menjadi benchmark proyek business coaching yang dilakukan. Data dari hasil business coaching diolah dengan menggunakan analisis bauran pemasaran 7P, analisis segmenting, targeting, dan positioning, analisis model bisnis kanvas, analisis rantai nilai, analisis SWOT, analisis industri melalui Porter's Five Forces, dan analisis kesenjangan. Langkah yang diambil adalah pembuatan website YES Cake and Bakery yang interaktif dan berpotensi untuk pengembangan e-commerce serta rencana perluasan pemasaran melalui sosial media Instagram. Kata kunci : Yes Cake and Bakery, business coaching, saluran distribusi, online marketing, website, e-commerce, sosial media, Instagram, UKM

ABSTRACT

Name Annisa Vini Cahyati Study Program Magister Manajemen Title Strategy of Adding Distribution Channel through Online Marketing in order to Increase Sales Business Coaching UKM Yes Cake Bakery Counsellor Agung Nugroho, M.Mgt. This thesis discusses the business coaching conducted by the Author with Small and Medium Enterprise SME YES Cake and Bread, especially on the marketing department that has the duty and responsibility to sell YES Cake and Bakery products such as bread, cakes, and pastries. One of the goals of this thesis is to help YES Cake and Bakery's business growth through the adding distribution channel by online marketing. Bread products, cakes, and pastries are agreed to become a benchmark of the business coaching project. Data from business development results are processed using marketing mix analysis 7P, segmentation analysis, targeting, positioning, SWOT analysis, Porter's five forces analysis, value chain analysis, business model canvas analysis, and GAP analysis. The steps taken are the creation of an interactive YES Cake and Bakery website and for the development of e-commerce and marketing expansion plans through social media Instagram. Keywords Yes Cake and Bakery, business coaching, distribution channel, online marketing, website, e-commerce, social media, Instagram, SME