

ADOPTING A NEW CHANNEL DESIGN: A STUDY ON MAUI JIM = ADOPTSI MODEL DISTRIBUSI YANG BARU: STUDI KASUS MAUI JIM

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Abstrak

Australia's cancer council (2018) predicted, "approximately two in three Australians will be diagnosed with skin cancer by the time they are 70, with more than 750,000 people treated for one or more non-melanoma skin cancers in Australia each year". Thus, the need for sun-safety products is constantly growing as Australian's become more inclined to purchase products which protect their eyes from UV rays. An American company, Maui Jim (MJ), inhabits a competitive advantage within the Australian marketplace as they offer various custom-made sunglasses which protect consumers from 100% of UVA and UVB rays (Maui Jim 2018). Currently, MJ is wholesaling their products to selected independent optometrists throughout Australia but are yet to enter the market as a standalone competitor. This proposal is focused upon reintroducing MJ into the Australian market through reconceptualising their existing approach. Through the establishment of a boutique flagship store and the reengineering of their online website, we believe MJ has the potential to gain recognition in the Australian marketplace through their unique designs and ability to exceed customers' expectations through their focus on sun-protected, stylish eyewear.

.....Dewan kanker Australia (2018) memperkirakan, "kira-kira dua dari tiga orang Australia akan didiagnosis menderita kanker kulit pada saat mereka berusia 70 tahun, dengan lebih dari 750.000 orang dirawat karena satu atau lebih kanker kulit non-melanoma di Australia setiap tahun". Oleh karena itu, kebutuhan akan produk pelindung sinar matahari terus meningkat seiring dengan semakin banyaknya orang Australia yang cenderung membeli produk yang melindungi mata mereka dari sinar UV. Sebuah perusahaan Amerika, Maui Jim (MJ), memiliki keunggulan kompetitif di pasar Australia karena mereka menawarkan berbagai kacamata custom yang melindungi konsumen dari 100% sinar UVA dan UVB (Maui Jim 2018). Saat ini, MJ menjual produk mereka secara grosir ke optometris independen terpilih di seluruh Australia tetapi belum memasuki pasar sebagai pesaing mandiri. Proposal ini difokuskan untuk memperkenalkan kembali MJ ke pasar Australia melalui rekonseptualisasi pendekatan mereka yang ada. Melalui pendirian butik fisik dan rekayasa ulang situs web online mereka, kami percaya MJ memiliki potensi untuk mendapatkan pengakuan di pasar Australia melalui desain unik dan kemampuan mereka untuk melampaui harapan pelanggan melalui fokus mereka pada pelindung matahari, kacamata bergaya.