

Furnimart Market Development Plan

THESIS

Tri Lestiyono

0706170596



**UNIVERSITY OF INDONESIA
FACULTY OF ECONOMICS
MAGISTER OF MANAGEMENT
MASTER OF BUSINESS ADMINISTRATION
PROGRAM STUDY MM-MBA
JAKARTA
FEBRUARY 2009**

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**Submitted to fulfill one of the requirements to obtain degree of
Magister Management**

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Nama : Tri Lestiyono

NPM : 0706170596

Program Studi : Magister Manajemen

Fakultas : Ekonomi

Jenis karya : Business Plan

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STATEMENT OF ORIGINALITY

This final paper represents my own effort,
any idea or except from other writes in the final paper, either in form of publication
or in other form of publication, if any, have been acknowledged in this paper in
accordance to the academic standard or reference procedures

Name : **Tri Lestiyono**

Student Number : **0706170596**

Signature :

Date : **February 26, 2009**

PREFACE

Alhamdulillah as my gratitude to Allah SWT for giving me healthiness, strength, and everything in my life, so I can finalize this final paper. The need for balancing study and working on this final paper make this work very challenging and precious for me

In writing this final paper, I received much help and support from several parties, especially my advisory Prof. Jim Wiryawan, Ph.D, my family, and all other parties. Many remarkable people have also made this final paper possible.

1. A very special appreciation and thanks to Mr. Edy Gunawan as Chief Executive Officer of Olympic Group who always support to my study and all other things that can't be mentioned
2. Prof. Jim Wiryawan, Ph.D as my advisory who allocated much of his time, patience, attention, knowledge, and energy to guide me to finish this final paper
3. Rhenald Khasali, Ph.D as Chief of MM Program of University of Indonesia
4. Avanti Fontana, Ph.D who gives direction regarding to my final paper
5. My mother who always give her pray
6. A very special thanks and love to my wife Endah Lestari and also my sons Arvin Rizika Lestiyono, Ardito Azka Lestiyono, and Arsandiaga Zihni Lestiyono who always exist in my heart and become a particular source of my spirit to pursue this higher level of education and giving their love, understanding, and all other things that can't be mentioned
7. Special thanks to Mr. Yunus Hendrawan as Managing Director for the support to my study
8. Special appreciation to Mr. Agus Djunaedi for the support to my study
9. All my lectures in MM-MBA class from Indonesia and French who give me a lot of knowledge, guidance, and share experience
10. All office colleagues of Olympic Group

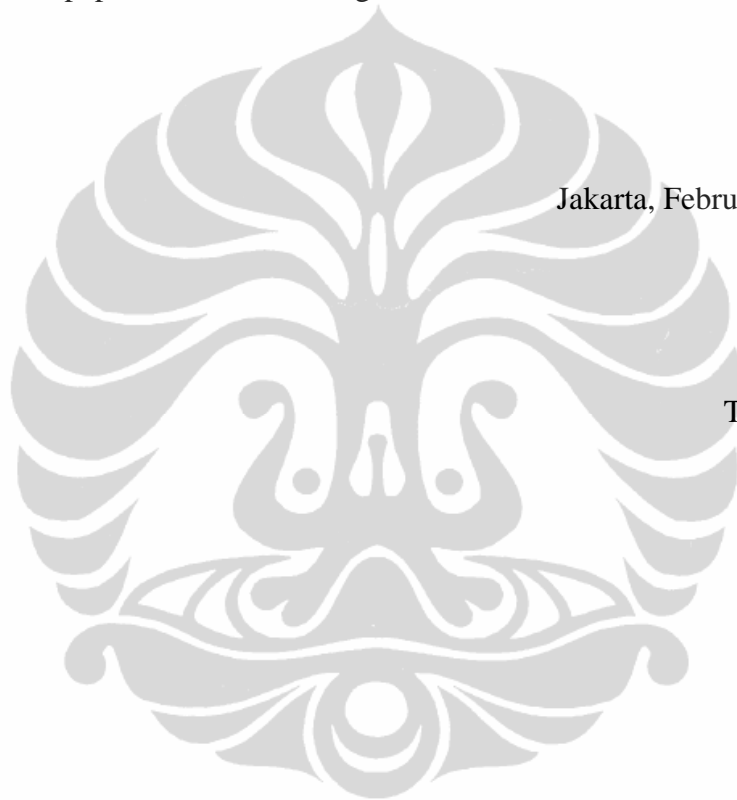
11. All MM-MBA friends and colleagues for the spirit and togetherness in class discussion and group paper assignment during my study in MM University of Indonesia

12. All MM UI staffs, academic staffs, and everyone who are not mentioned here who gave me support directly or indirectly

I realize that this paper is far from perfect. Therefore, any inputs from any parties are being awaited and really appreciate. Finally, nothing makes me more delightful if this paper could be meaningful for others.

Jakarta, February 26, 2009

Tri Lestiyono



ABSTRACT

Name : Tri Lestiyono
Study Program: Magister Management
Title : Furnimart Market Development Plan

The growth of modern retail in the last of 5 years was marked with entering of some foreign modern retails in Indonesia, they make a competition in retail business expands very fast. These conditions was marked with changing of buying pattern from traditional market to modern market that so much give and provide amenity to the consumer and also level of potential market in Indonesia. Frequency of promotion activity, special price, bonus buys, and easy to pay with free interest rate will become one of interesting alternative offer for consumer, more familiar with one stop shopping concept. It also happened for furniture business in Indonesia. Olympic as market leader of knockdown furniture tries to make adapt with all changes in the market. By building distribution network through modern store that directly related to end user (Furnimart) that gives good solution about home furniture decorations, so it's can compete to the other modern retail in Indonesia market.

Key words:

Retail business, modern retail, one stop shopping

ABSTRAK

Nama : Tri Lestiyono
Program Studi : Magister Manajemen
Judul : Perencanaan Pengembangan Pasar Furnimart

Pesatnya pertumbuhan retail modern dalam 5 tahun terakhir ditandai dengan masuknya beberapa retail asing di Indonesia sehingga membuat kompetisi bisnis retail berkembang sangat cepat. Hal ini ditandai dengan berubahnya pola pembelian dari pasar tradisional ke pasar modern yang begitu banyak memberikan dan menyediakan kemudahan bagi konsumen dan juga potensialnya pasar di Indonesia. Frekwensi aktivitas promosi, penawaran harga spesial, bonus pembelian, hingga kemudahan pembayaran dengan cicilan tanpa bunga menjadi salah satu alternatif penawaran yang menarik bagi konsumen, lebih dikenal dengan konsep *one stop shopping*. Hal ini terjadi juga untuk bisnis *furniture* di Indonesia. Olympic sebagai pemimpin pasar *furniture knowdown* berusaha untuk beradaptasi terhadap setiap perubahan yang terjadi di pasar. Dengan membangun jaringan distribusi toko *furniture* modern yang langsung berhubungan dengan *end user* (Furnimart) yang memberikan solusi tentang kebutuhan *home furniture* sehingga diharapkan dapat bersaing dengan retail modern lainnya di pasar Indonesia.

Kata kunci:

Bisnis retail, retail modern, *one stop shopping*,

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