

Strategi multi-channel digital marketing dalam rangka meningkatkan penjualan pada divisi sales & marketing (business coaching PT. Citramas Alfa Sejahtera) = Digital marketing multi channel strategy to increase sales on sales & marketing division (a business coaching at PT Citramas Alfa Sejahtera) / Catherine Mulyadi

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Abstrak

**ABSTRAK**

Tesis ini membahas business coaching yang dilaksanakan Penulis dengan PT. Citramas Alfa Sejahtera, khususnya pada Divisi Sales Marketing yang memiliki tugas dan tanggung jawab untuk menjual produk teknik, peralatan industri, dan elektronik merek luar negeri untuk dipasarkan di Indonesia. Salah satu tujuan dari tesis ini adalah membantu pertumbuhan bisnis Divisi Sales Marketing PT. Citramas Alfa Sejahtera melalui perluasan saluran pemasaran dengan digital marketing. Produk trading merek KS Tools disepakati untuk menjadi benchmark sebagai tahap awal proyek digital marketing. Data dari hasil business coaching diolah dengan menggunakan analisis internal perusahaan, analisis bauran pemasaran 4P, analisis segmenting, targeting, dan positioning, analisis SWOT, analisis model bisnis kanvas, analisis industri melalui Porter's Five Forces, dan analisis kesenjangan. Langkah yang diambil adalah perbaikan website KS Tools Indonesia yang lebih interaktif dan berpotensi untuk pengembangan e-commerce serta rencana perluasan pemasaran melalui media sosial dan marketplace.

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**ABSTRACT**

This thesis discusses business coaching process that conducted on PT. Citramas Alfa Sejahtera, mainly on Sales Marketing Division that has duties and responsibilities to sell engineering products, industrial equipments, and foreign brand electronics goods to be marketed in Indonesia. One of the goals of this thesis is to help the growth of Sales Marketing Division business operation of PT. Citramas Alfa Sejahtera through the expansion of marketing channels to digital marketing. KS Tools brand products has already decided to become a benchmark as an initial stage of this digital marketing projects. The data from business coaching is processed using company's internal analysis, marketing mix analysis 4P, segmenting, targeting, positioning analysis STP, SWOT analysis, business model canvas analysis, Porter's Five Forces industry analysis, and gap analysis. The measurement that has been taken is an improvement of KS Tools Indonesia's website, which is now become more interactive and have potential for e-commerce development, and also marketing expansion plans through social media and marketplace.