

RINGKASAN EKSEKUTIF

PT. Paragon Technology and Innovation merupakan perusahaan yang bergerak dibidang kosmetik manufaktur dan telah berdiri sejak tahun 1955. PTI memiliki beberapa merek yang dinaungi dan salah satu yang bergerak dalam *professional make up product line* adalah brand Make Over. Seiring dengan adanya perkembangan kosmetik pada era saat ini industri kosmetik mengalami perkembangan yang sangat pesat terutama di negara Indonesia. Perkembangan industri kosmetik lokal menyebabkan persaingan yang semakin ketat dan perusahaan kosmetik berlomba-lomba untuk mengambil potensi pasar baik yang sudah ada maupun yang sedang berkembang atau *potential customer*. Persaingan dari faktor-faktor seperti produk, promosi, *sales point*, *beauty asisstant*, *Event*, aktivasi sosial media hingga *Influencer* menjadi penentu keberhasilan sebuah *Brand* kosmetik dapat bersaing dengan kompetitoranya.

Dalam penulisan project improvement ini, penulis melakukan identifikasi masalah terhadap permasalahan yang diberikan dari perusahaan yaitu tidak tercapainya target penjualan pada daerah Jakarta Barat dan Tangerang. Penulis melakukan riset dengan metode kualitatif yaitu observasi terhadap 5 faktor yaitu, Salespoint, Beauty asisstant, Product, Event, dan Social media. Wawancara terhadap 5 MUA dan FGD terhadap 4 kelompok yang merupakan sasaran pasar dari Make Over. Dari hal tersebut, penulis menemukan kurangnya optimalisasi salespoint dan beauty assistant yang dilakukan oleh perusahaan pada daerah tersebut. Dengan

ditemukannya akar permasalahan yang dihadapi, penulis memberikan tiga alternatif solusi yaitu *creating new store experience*, *seasonal in-store event* dan *makeover online app*. Setelah dilakukan penilaian, ternyata alternatif solusi *creating new store experience* memiliki nilai yang tertinggi yang berarti solusi tersebut merupakan solusi yang paling tepat untuk dijalani.

Creating new store experience terdiri dari pengadaan *disposable tester*, *Beauty Display Information*, *Visual Merchandising*, Promosi, dan peningkatan servis *Beauty Assistant*. Selama melakukan implementasi *Creating new store experience* adanya penambahan *disposable tester* berdampak pada peningkatan traffic store *Make Over* dapat dilihat dari meningkatnya jumlah customer yang mencoba tester secara langsung. Selain itu dengan adanya aktivasi store berupa *visual merchandising Instagram booth campaign "All eye's on you"* yang juga merupakan promosi ternyata berpengaruh pada peningkatan jumlah traffic pada store dilihat dari jumlah banyaknya peserta yang mengikuti *contest* tersebut.

Executive Summary

PT. Paragon Technology and Innovation is a cosmetics Manufacturing company and has been established since 1955. PTI has several brands with PTI as the parent company and Make Over is positioned as the professional make up brand within the company. Along with the development of cosmetics in this current era, the cosmetics industry experienced a very rapid development, especially in Indonesia. The development of local cosmetics industry leads to an increasing competition in cosmetics industry and cosmetics companies are competing to take the market potential of both existing customers and developing potential customers. Competition from many factors such as product, promotion, sales point, beauty asisstant, Event, social media activation also Influencer becomes the determinant of a cosmetic Brand success in competing with its competitors.

In this project improvement, the author identifies the problems that were given from the company and the chosen problem is that sales target is not reached in West Jakarta and Tangerang area. The authors do research using qualitative methods of observation with 5 factors to observe. Namely, Salespoint, Beauty asisstant, Product, Event, and Social media. The qualitative method that author used are interview of 5 MUA and FGDs on the 4 groups that are the target market of Make Over. From that case, the author found that the lack of optimization of salespoint and beauty assistant by the company on the area is the root cause of the problem. With the root of the problem discovered, the author provides three alternative

solutions, which are: creating new store experience, seasonal in-store event and makeover online app. After the assessment, it turns out the alternative solution to create new store experience has the highest value which means that solution is the best solution to implement.

Creating New store experience consists of the added of disposable tester, *Beauty Display Information*, visual merchandising, promotion, and updated service of the beauty assistant. During Implementation of the creating new store experience solution, the added disposable tester resulted to an increase of the store's traffic and it can be seen from the increasing number of customers who try the tester directly. In addition, with the activation of the store in the form of visual merchandising of the Instagram campaign and promotion "All eye's on you" evidently influenced the increasing amount of traffic in the store viewed from the number of participants who follow the contest.