

RINGKASAN EKSEKUTIF

Fabelio Design and Build merupakan jasa penataan khusus untuk tempat usaha atau korporasi (*B2B Service*). Fabelio Design and Build menawarkan jasa desain interior yang dilengkapi dengan jasa konstruksi serta mengintegrasikan keduanya sehingga biaya yang ditawarkan akan lebih terjangkau apabila dibandingkan dengan menggunakan kedua jasa tersebut dari pihak yang berbeda.

Dalam aktivitas *project improvement* ini, penulis melakukan analisa terhadap data internal Fabelio Design and Build dan melakukan riset dengan metode *in-depth interview*. Selanjutnya, penulis menemukan bahwa pendapatan yang diperoleh Fabelio Design and Build dari klien hasil upaya pemasaran memiliki nominal yang jauh lebih rendah apabila dibandingkan dengan pendapatan yang dihasilkan melalui klien kenalan karyawan Fabelio Design and Build. Hal tersebut terjadi dikarenakan dalam melakukan upaya pemasaran, perusahaan tidak memiliki strategi komunikasi marketing sehingga kegiatan pemasaran yang dilakukan tidak optimal.

Berangkat dari akar permasalahan yang telah ditentukan, dengan menggunakan teori *Integrated Marketing Communications* penulis mendapatkan tiga alternatif solusi yang dapat membantu Fabelio Design and Build untuk meningkatkan pendapatannya, yaitu pembaharuan *online advertising*, penyebaran *E-Catalogue* melalui *direct marketing*, dan melaksanakan Fabelio Design and Build *Catalogue Launch Event*. Setelah dilakukan penilaian dengan sistem pembobotan, pelaksanaan Fabelio Design and Build *Catalogue Launch Event* memiliki nilai tertinggi yang berarti alternatif solusi tersebut merupakan solusi terbaik untuk dijalani.

EXECUTIVE SUMMARY

Fabelio Design and Build is a business-to-business service which focuses on interior design and construction for commercial spaces and corporations. Fabelio Design and Build is a one stop solution that offers interior design services which includes construction services. Fabelio Design and Build tries to integrate both aspect of the services in order to offer a more competitive pricing.

In this Project Improvement activity, the writers aim to analyze the data that has been required from internal data and also from exterior means. Through this process, the writers are able to find the core problem of the company, which is : the revenue that is gained through marketing efforts are low if compared to the number of revenue gained from personal networks. The problem occurred because the company have yet to carry out the right marketing communication strategy. Consequently, the revenue achieved from marketing efforts is not optimal.

Based on the core problem that has been set earlier and by using Integrated Marketing Communications theories, the writers found three alternative solutions which may help Fabelio Design and Build to increase its revenue. These three alternative solutions are renewal of online advertising, direct marketing through email blast strategy and creating an event which is called Fabelio Design and Build Catalogue Launch Event. After the writers try to weigh and compare each alternative solution, the writers found that creating the Fabelio Design and Build catalogue Launch Event was the best solutions out of them all.