

RINGKASAN EKSEKUTIF

PT Panca Fortis Mitra Lestari atau PT PFML adalah perusahaan *springbed* yang didirikan sejak tahun 2007. Seiring berkembangnya zaman, persaingan di dunia matras atau *springbed* semakin ketat dan PT PFML terus berusaha memberikan *spring bed* dengan kualitas International serta dengan harga yang terjangkau bagi konsumen Indonesia. Hal ini terelaksanakan melalui produk Interland Springbed dan Worldstar Springbed yang selama 10 tahun memberikan kenyamanan tidur bagi konsumen Indonesia.

Dalam aktivitas *project improvement*, penulis melakukan evaluasi terhadap sisi *marketing* atau pemasaran dan juga relasi dengan kanal distribusi dengan tujuan meningkatkan penjualan tipe produk superior dari Interland Springbed pada regional Tangerang dan sekitarnya. Melalui riset kualitatif menggunakan konsep observasi dan wawancara secara internal pada karyawan dan management serta eksternal perusahaan pada target market dan kanal distribusi Interland Springbed di wilayah Tangerang dan sekitarnya. Penulis menemukan permasalahan yaitu menurunnya penjualan produk superior selama tiga tahun terakhir. Hal tersebut disebabkan oleh jalur distribusi untuk produk superior dari Interland Springbed masih belum optimal. Berdasarkan studi dan praktek yang telah dipelajari penulis menawarkan tiga alternatif solusi kepada pihak perusahaan. Satu dari tiga alternatif solusi yang dipilih yaitu “Bekerja sama Dengan *E-Commerce* Fabelio.com”.

EXECUTIVE SUMMARY

PT Panca Fortis Mitra Lestari or PT PFML is a springbed company which was founded in the year of 2007. As time goes by, the competition in the mattress or springbed was getting tougher and PT. PFML continues to strive to provide international quality springbeds with affordable prices for Indonesian consumers. It can be explained through the Interland Springbed and Worldstar Spring products which has been giving comfort in sleeping for Indonesia consumers for 10 years.

In this project improvement activity, the writer evaluates the marketing side and also the relations with distribution channels to increase the sales of Superior products from Interland Springbed at Tangerang and surrounding areas. In the initial stage, the writer conducted qualitative research using the concept of observation and interviews, internally, to the employees of PT. PFML, also to the external party, which is the target market and the Interland Springbed distribution channel in the Tangerang and surrounding areas. After conducted the research, the writer found a problem in this company which is the decline in sales of Superior products in the last three years. This condition is caused by the distribution channel which is still not optimal for Superior products from Interland Springbed. Therefore, the writer present three alternative solutions submitted to the company. Through the weighting of the three alternative solutions, there will be one solution that is “E-commerce Collaboration with Fabelio.com”.