

## RINGKASAN EKSEKUTIF

Program *Project Case Improvement* (PCI) memiliki tujuan utama, yaitu mengidentifikasi masalah yang terjadi, melakukan analisa terhadap akar permasalahan tersebut, mengajukan beberapa alternatif solusi, serta memberikan rekomendasi untuk menjaga kestabilan solusi yang terbaik. Dalam proses penulisan, penulis turut terlibat langsung dalam mencari data, merancang, dan menjalankan perbaikan melalui kegiatan magang selama 3 (tiga) bulan di perusahaan PT Indinanta Cipta Rasa.

Berdasarkan hasil observasi dan survei, penulis menemukan masalah yang menjadi masalah perusahaan, yaitu rendahnya kesadaran merek Parish Cake. Penulis menggunakan teori *Strategic Brand Management*, yaitu pemaparan mengenai strategi pembangunan merek dagang yang kuat, serta *Basic Marketing Research* yang menjadi pedoman dalam melakukan survei pasar. Melalui konsep pada teori-teori tersebut, penulis dapat menyelesaikan penulisan PCI ini dari awal identifikasi masalah, melakukan analisa, hingga mengajukan pemecahan masalah.

Beberapa pemecahan masalah yang dirancang dan diimplementasikan memiliki 1 (satu) tujuan utama, yaitu meningkatkan kesadaran merek Parish Cake. Peningkatan kesadaran merek tersebut dalam jangka panjang diharapkan dapat memberikan dampak positif terhadap penjualan produk. Selama menyelesaikan penulisan PCI ini, pelaksanaan perbaikan tersebut belum dapat dijalankan mengingat adanya keterbatasan waktu.

## EXECUTIVE SUMMARY

Project Case Improvement (PCI) program has the main purpose to identify the problems that occur in the company, analyze root causes of the problems, propose some alternative solutions, as well as providing recommendations for maintaining the stability of the best solution. During the process of this report, writer was directly involved to search some datas, designs and ran the solution through an internship for 3 (three) months in PT Indinanta Cipta Rasa company.

According to writer's observation and survey, the problem that has been the main concentration of the company is the low brand awareness of their product of Parish Cake. The theories used by the writer to examine such problem are Strategic Brand Management which exposes about development strategy of strong brand, and Basic Marketing Research which is the guideline in conducting market surveys. The theories help the writer to complete this PCI report from identifying the problem, analyzing, and proposing solutions.

Solutions, which have been designed and implementer, are aimed for a sole goal such as increasing the brand awareness of Parish Cake. The increasing of the awareness in long term expected provide positive impacts to sales. Due to the limited time constraint, the implementation of the marketing strategy has not been able to be implemented during the completion of this PCI report.