

IMPROVING THE COMPANY PROFILE OF PT. GOLDFINDO INTIKAYU PRATAMA: A WAY TO MAKE IT MORE INTERESTING

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ABSTRACT

PT. Goldfindo Intikayu Pratama is a company which manufactures many kinds of furniture of good quality such as beds, tables, chairs, wardrobes, and etc. The company mainly sells its products to distributors of furniture products in the USA. The problem that the company is facing is that its sales have been decreasing lately. This is due to some reasons, one of which is the promotion tool that the company uses. So far, the company has been using its company profile to promote its products. The problem is that the company profile is neither up to date nor interesting in terms of content and design. Some of the information is also irrelevant to the customers. For these reasons, the company needs to modify or change its company profile. The company needs to have a company profile that is much more impressive and interesting so that its potential customers will be interested and buy the company's products. To realize this, the pictures of the furniture products displayed in the new company profile should be those which the company is currently producing, and which are in trend today or more demanded by most potential customers. In addition, the sentences in the new company profile are supposed to be communicative, simple, and impressive. With the new company profile, it is expected that more customers will be interested and buy the products of PT. Goldfindo Intikayu Pratama. As a result, the company will increase its sales and earn more profit from selling its furniture product.

Keywords: Company Profile, Promotion Tool, Furniture, Potential Customers.

INTRODUCTION

For Business Communication Final Project (BCFP), the writer decided to modify the company profile of PT. Goldfindo Intikayu Pratama, the company where the writer had an internship for about 217 hours. PT. Goldfindo Intikayu Pratama is a company dealing with furniture business. The company manufactures furniture of many kinds and models which meet its customers' need. This means that the company is able not only to design its own models of furniture but also to produce furniture with models which its customers order. So far, most customers who have bought the furniture from PT. Goldfindo Intikayu Pratama are from the United States of America. For this reason, the company has been exporting most of its products to the USA.

The writer was interested to create a better company profile for PT. Goldfindo Intikayu Pratama so that the company can use it to promote its good furniture products more effectively. The writer came up with the idea because she knew that the company uses its company profile as the only tool of promotion. Actually, the writer wanted to make website for PT. Goldfindo Intikayu Pratama as her Business Communication Final Project because it is much more informative and effective. Unfortunately, this project was undertaken by the writer's friend who also had internship at PT. Goldfindo Intikayu Pratama. The writer was convinced that the company would be able to market its furniture products more efficiently and effectively provided that the company has interesting and impressive company profile.

In the last few years, PT. Goldfindo Intikayu Pratama has not made good performance in selling its good furniture products because the company profile, on which the company depends, is neither up to date nor interesting. That is why there have not been many customers interested in buying the company's products because they do not know that PT. Goldfindo Intikayu Pratama actually has many more interesting products than the products displayed in its old company profile. Therefore, the writer concluded that the company's problem that affects the company's performance has to do with the way the company does promotion, or the means by which the company promotes its products.

The writer found out that there were three influential things that made the company profile of PT. Goldfindo Intikayu Pratama ineffective to be used as a tool of promotion. The first thing was that the furniture products displayed in the company profile were of old models which are no longer produced. This is not a good idea because it is useless and misleading. Even worse, the existence of the products displayed in the company profile might create another problem to the company. If a customer is interested to buy the no longer produced products, he or she will be disappointed if they know that the company does not have it. Disappointed customers bring about bad image to PT. Goldfindo Intikayu Pratama. They think that the company is unprofessional in running its business. Furthermore, they might also spread bad rumor about the company to others. The second thing is that the background and the pictures of the furniture products displayed in the company profile did not match well. Firstly, this is because the background did not seem to be real. It seemed like a painting. The painting-like background made the picture of products displayed in the company profile less attractive. Secondly, the color of the background did not support the color of the picture of the products displayed in the company profile. This made the appearance of the products less attractive. In other words, the problem that has made PT. Goldfindo Intikayu Pratama not be able to promote its good furniture products successfully is its old and outdated company profile. Providing that the company has up to date, more interesting, and more impressive company profile, PT. Goldfindo Intikayu Pratama is likely to get greater market segment of furniture products. The writer's contribution to the company is realized by creating a company profile, which is much better than the old company profile that PT. Goldfindo Intikayu Pratama has been using so far.

The new company profile of PT. Goldfindo Intikayu Pratama is much different from the old company profile since it gives potential customers updated information on furniture products with interesting and modern designs. The writer believes that the new company profile of PT. Goldfindo Intikayu Pratama, which is the modification of the old company profile, is more beneficial to the company. The new company profile brings about three benefits to PT. Goldfindo Intikayu Pratama. Firstly, now the company has up to date company profile. The new company profile shows to customers that the company is keeping pace with the development of furniture products. Besides that the new company profile creates curiosity to the regular customers of PT. Goldfindo Intikayu Pratama. They will pay attention to the various good products that the company has to offer. PT. Goldfindo Intikayu Pratama can also use the new company profile to promote the company's products to new customers in other countries, in addition to customers in America. More importantly, the new company profile convinces customers that the products displayed in it are available. Secondly, with the new company profile, PT. Goldfindo Intikayu Pratama can inform potential customers about the new and in trend furniture products that the company has to offer. Unlike the old company profile, the new company profile also shows the company's small sizes of furniture products which are displayed with suitable and impressive background. This can lure or tempt potential customers to buy the products. Thirdly, the new company profile of PT. Goldfindo Intikayu Pratama has the potency to make more profit. The existence of the modified company profile enables the company to yield more profit. This is made possible because the customers who have seen the new outlook of furniture products will certainly impressed by the model, the beauty and the good quality of the products. As a result, they will determinedly buy the products.

Since the purpose of Business Communication Final Project (BCFP) was to modify the company profile of PT. Goldfindo Intikayu Pratama so that it would be effective to be used as a tool to promote the furniture products of the company, the writer made an effort to make the company profile in accordance with the principles the writer got from studying some literatures. The first thing the writer realized was to make the company profile interesting or stimulating. This agrees with the principle stating that *"people decision to buy a product can be caused by something that the product has that stimulates their interest or senses (Adcock, 2001, page 76)"*. In addition to making the company profile eye catching to potential customers, the writer made sure that the content of the company profile meet the expectation of distributors. This is a very good idea because distributors play a crucial role in marketing or making the products well known to potential customers. This agrees with the statement that *"the appearance or outlook of a product should catch the attention of potential customers and meet the expectation of people who are*

involved in distributing the product” (Hargborg, 2002, page 64). Besides being interesting or stimulating to potential customers and meeting the expectations of distributors of the company’s products, the writer had to convince that the furniture products displayed in the company profile give benefits to both potential customers and/or distributors. This meets the principles stating that “*anything contained related to any products should directly benefit the potential customers (Jensen, 2012)*”. For this reason, what the writer prioritized in modifying the company profile of PT. Goldfindo Intikayu Pratama was to make the cover and the content meet the three criteria mentioned above -- the company profile must be interesting, acceptable to customers and/or distributors of furniture products, and beneficial to them. This agrees with the principle “the cover and the content are important factors that should be paid attention to because they are what makes thing look interesting (Jensen, 2012).

To establish the beauty of the cover, the writer purposely put or set the picture of the newest product of PT. Goldfindo Intikayu Pratama . This will attract the attention of potential customers because PT. Goldfindo Intikayu Pratama has not launched this new product in the market yet. Besides that, the new product is very interesting and impressive. It is a set of sofa with an elegantly combined color. This picture of this set of sofa is displayed with suitable natural background. Furthermore, the writer carefully selects the colors that are used for the name of the company and the logo. The writer makes sure that they match perfectly. Furthermore, the writer puts the motto and the word “Company Profile” vertically on the right hand side. This adds or contributes to the beauty and attractiveness of the company profile. The next thing the writer established was the content of the company profile. For this purpose, the first thing the writer did was to remove or disuse the picture of the products in the company profile which were not manufactured by PT. Goldfindo Intikayu Pratama anymore. The writer replaced them with the pictures of the newer products of the company, the ones in trend today.

The second thing the writer did was to make sure that all the pictures of the furniture products displayed in the company profile of PT. Goldfindo Intikayu Pratama are the ones that meet the expectation of potential customers. To realize this, the writer replaced the pictures of the old products displayed in the old company profile with the pictures of the new products which are in trend and demanded by customers. To reinforce the attractiveness, the writer set the selected pictures of the new products with backgrounds which perfectly match with the products. In addition, the writer provided the names of the pictures of furniture products being displayed. This helps customers to know and remember the products they need.

The third thing the writer did was to convince customers that the products displayed in the new company profile of PT. Goldfindo Intikayu Pratama are beneficial to them. This means that the distributors of the furniture products of PT. Goldfindo Intikayu Pratama can be sure that the products displayed in the company profile are marketable. To do this, the writer wrote the vision and mission of the company. The company’s vision states that PT. Goldfindo Intikayu Pratama prioritizes its customers’ satisfaction by manufacturing good quality products with competitive price and on time delivery services. The mission of the company states that the company works professionally by continually focusing on the development of efficiency and productivity. This should imply that using or reselling the products by distributors is beneficial.

METHODS

To make the company profile as my Business Communication Final Project, there were some steps that the writer had to take. First of all, the writer wrote the proposal of Business Communication Final Project to the Board of Examiners. To get the approval of the proposal, the writer had to present the proposal in which the writer had to convince the examiners that the Business Communication Final Project (BCFP) was worth doing. In the proposal defense, the writer explained the content and the problems of the writer’s BCFP proposal. Having listening to the writer’s presentation, the Board of Examiners approved her proposal.

After getting the approval, the second step the writer took was to write a proposal to the contact person of PT. Goldfindo Intikayu Pratama. In the proposal, the writer explained why it was necessary for the company to have a new and better company profile. The writer stated the fact of the problems with the old company profile. The company agreed with the writer’s suggestion and

agreed to pay for the cost to make the new company profile. Therefore, the writer continued the step by collecting the data which were needed to make or to modify the company profile. The data needed included pictures of the new products of PT. Goldfindo Intikayu Pratama which have been mostly ordered by customers, and the names of the products mentioned. Besides that, the writer also consulted concerning the sequence of the content of the company profile. As soon as the proposal to modify the company profile of PT. Goldfindo Intikayu Pratama had been approved both by the Board of Examiners and PT. Goldfindo Intikayu Pratama, the writer proceeded by starting to make the company profile.

Having achieved the approval both from the Board of Examiners of Business Communication Final Project and PT. Goldfindo Intikayu Pratama, the writer started to do the project. In doing the project, the writer was assisted by a professional designer who helped with the setting and layout of the company profile.

FINDINGS AND DISCUSSIONS

The Business Communication Final Project Product is a new or modified company profile of PT. Goldfindo Intikayu Pratama. The company profile has much better appearance from the old one. The new company profile is much more interesting and impressive than the old company profile. The first part is the cover of the new company profile is elegant. This is because of the picture of the newest products of the company which has not been launched to the market yet. The picture is a set of sofa with some accessories around it. The color of the products and the things around it perfectly match the basic color of the company profile and the logo of PT. Goldfindo Intikayu Pratama. Anyone seeing the cover is certainly impressed by the new outlook of the company profile. The second part is the table of content of the company profile. It is easy to learn because it contains important parts only. Besides that, the letters are set with white background so as customers can read them comfortably. The third part is Our History. It tells customers about the good achievements that PT. Goldfindo Intikayu Pratama have made. The history of the company also tells customers about the continuous efforts the company made in innovating and developing furniture products. The fourth part is the vision and the mission of PT. Goldfindo Intikayu Pratama. It did not exist in the old company profile. This part certainly attracts customers' attention because it tells customers about the company's priority in manufacturing its furniture product professionally, efficiently, and effectively. The fifth part is the manufactured products. It shows that the products displayed in the company profile are totally different from those displayed in the old company profile. The products displayed are of various sizes, models, and colors. The products are in trend and mostly wanted by customers. The attractiveness of the new products being displayed in the company profile is supported by suitable background, setting and color. In addition, the accessories, displayed together with the products, contribute to the beauty of the company profile. The sixth part is the pictures of the production equipment. It shows or proves that PT. Goldfindo Intikayu Pratama manufactures furniture products by using modern and sophisticated equipment. In addition, it shows the spacious space where the products are processed. Furthermore, it shows the craftsmen or professional employees who handle or process the products. The seventh part is our commitment to quality. It tells the effort or the determination of the company to keep manufacturing good quality of furniture products by using the best materials and processing them professionally so as to meet the customers' expectation and satisfaction. The eighth part is About Us. This part gives information about the address of PT. Goldfindo Intikayu Pratama and how to contact the company. It also tells the size of the factory and the production capacity. The ninth part is Our Clients. In this part, the company profile lists the companies' clients who regularly order furniture from PT. Goldfindo Intikayu Pratama. The final part is the back cover. The back cover is interesting because it shows the half part of the products shown in the cover. So, if the company profile is opened horizontally, the whole picture of the newest product of PT. Goldfindo Intikayu Pratama can be seen.

CONCLUSION AND SUGGESTIONS

For the Business Communication Final Project (BCFP), the writer created a new company profile for PT. Goldfindo Intikayu Pratama. The writer came up with the idea because she found some

problems at PT. Goldfindo Intikayu Pratama when she was doing her internship. The main problem that the company was facing was the less effective way by which the company promoted or marketed its good furniture products. The writer found that the main cause of the problem was related to the company profile of PT. Goldfindo Intikayu Pratama, which the company used as the only tool of promotion. As the company did not have another tool of promotion, such as website, the writer got an idea to solve the problem by modifying or creating a company profile which would be more effective to be used as a tool of promotion. The writer thought that creating a new company profile was necessary because the writer had found out that the old company profile was not attractive at all. It even was not up to date because some of the products displayed in the company profile were no longer manufactured by the company. Besides that the products displayed are of old models, which are not in trend today or demanded by most customers. Only a few number of customers who demand the products. Even worse, the background and the layouts of the products displayed in the company profile did not match perfectly that the company profile looked dull or boring.

For this reason, the writer took action by creating a much better company profile. The first step to take was to make the cover of the company profile interesting. On the cover of the company profile, the writer put the picture of the newest product of the company. The writer also change the content of the old company profile by excluding some parts which the writer thought to be unnecessary and adding some parts that should exist in the company profile such as the vision and the mission of the company. More importantly the writer selected the products of PT. Goldfindo Intikayu Pratama which are in trend and mostly ordered by customers and set them in the new company profile. So as to make the products appear more beautiful and more elegant, the writer carefully set the pictures of the products with beautiful and natural background that match perfectly. In addition, the writer also included other parts that are considered to contribute to the beauty and attractiveness of the company profile.

The writer hope that the new company profile of PT. Goldfindo Intikayu Pratama can be used as an efficient and effective tool of promoting the furniture products of the company. The new company profile is also expected to attract more potential customers to pay attention and to make more orders because of the more interesting models of furniture which PT. Goldfindo Intikayu Pratama has to offer. When this is realized, the company will certainly increase its revenue.

The writer suggests the students of English for Business Communication of Petra Christian University find the place for internship as early as possible so as to get more experience and knowledge in business. To do this, they can send their proposal for internship to as many companies as possible. This is important so that they can get better ideas of how to make the Business Communication Project (BCP) excellently, and complete the project in time. More importantly, producing excellent Business Communication Project will benefit both the company where they do internship and themselves as they have proven that they can apply all the Business Communication knowledge in real business world.

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