

A Marketing Booklet for Brotherwood Decoration: A Way to Promote This New Company and Its Products to Its Prospective Customers

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ABSTRACT

Brotherwood Decoration is a new decoration company based in Surabaya which uses recycled wood as the main material. This Company was just recently established in June 2014. As a new decoration company, there are only a few people who know about this company. Moreover, there are also some decoration companies which are bigger and more experienced than Brotherwood Decoration. Unlike its predecessors, Brotherwood Decoration, as a new company, is less known. Because of that, it does not have as many customers as its predecessors. Therefore, it is better for Brotherwood Decoration to start showing its strengths to more people. To accomplish the goal, a marketing booklet is the best solution to solve the problem in Brotherwood Decoration. There are four parts in this marketing booklet: table of contents, company overview (“About Brotherwood Decoration”), products (“Products”), and company contact information (“Contact Us”). By having these information, the marketing booklet will be able to help Brotherwood Decoration in introducing its hotel, getting more customers, increasing its revenues, and becoming a big decoration company.

Keyword: *marketing tool, introducing the company, marketing booklet, promoting its products*

For Business Communication Final Project (BCFP), the writer decided to make a marketing booklet for Brotherwood Decoration, a new decoration company in Surabaya. This company was established in June 2014. Most of its customers come from the young generation who want to develop their business. However, this does not mean that it only accepts the young generation’s customers. It also accepts customers from the adult generation. The uniqueness from this company is that it is the only one company which decorate the shops by using entirely wood material, whereas other decoration companies are using Styrofoam, digital printing, and fabric material. In addition, this company also focuses on environmental friendliness by using recycled wood, whereas other decoration companies are using material which is not environmentally friendly. However, although Brotherwood Decoration uses the recycled wood as the main material, the owners still maintain the good quality of the material. The recycled wood are well-chosen to make the customers are satisfied with the result.

The idea of making a marketing booklet came up because there is a problem that Brotherwood Decoration faces. As a new decoration company, there are only a few people who know about its existence. Not only that, there are also some predecessors who were established earlier than Brotherwood Decoration. Those predecessors are Posh Decoration which was established in 2011 and Precious Moment Decoration which was established in 2012. People who do not know Brotherwood Decoration will surely go to these two companies which are better known than Brotherwood Decoration. Because of that, Brotherwood Decoration does not have as many customers as they have. And if this problem is not solved immediately, it will bring Brotherwood Decoration having financial difficulty. Here, promotion in this company is very important to make this company become known by many people. Actually, up to this time, the owners of the Brotherwood Decoration have already promoted their companies by using social media, catalog, and exhibition in malls. However, those kinds of promotion tools are still not enough to make many people know this company. There should be a marketing booklet which describes more about the products. The function of this marketing booklet is to make people know about the products that Brotherwood Decoration sells. Another function of this marketing booklet is that they can pass it on to big prospective clients such as Galaxy Mall, Grand City, Tunjungan Plaza, and other big malls in Surabaya. Here, the owners said that they plan to offer their services in big malls in Surabaya.

Because of that, a marketing booklet can be helpful for Brotherwood Decoration to convince big prospective clients.

Actually, there are many other marketing tools such as brochures, company profile, and catalog to promote Brotherwood Decoration. However, the writer think a marketing booklet will be the best solution for Brotherwood Decoration. First of all, the writer did not choose a brochure because it would not give much information about the products. Moreover, the content of the brochures is much more on the pictures rather than paragraphs. Secondly, the writer did not choose company profile because the content of company profile focuses more on the company rather than the products. Finally, I did not choose catalog because Brotherwood Decoration has already had its own catalog. That is why, I choose marketing booklet as the best solution for Brotherwood Decoration.

The purpose of making this marketing booklet is to help promoting Brotherwood Decoration to its prospective customers. Since this company is a new company, a marketing booklet will be very useful for them because many people will know what exactly this company is, what they sell, and what experiences that they have. In other words, a marketing booklet can show the strength points about Brotherwood Decoration, get more customers, and increase its revenues.

This marketing booklet brings three benefits for Brotherwood Decoration. First of all, this marketing booklet will help communicate the company to potential customers. With a marketing booklet, prospective customers will understand what kind of products the company deals with. In addition, this marketing booklet can also be sent to whatever malls in Surabaya since the owners plan to offer their services there.

Secondly, this marketing booklet will also help Brotherwood Decoration to get more customers. After they read the marketing booklet and understand what the company is, they will expectedly take an action. It can be either they want to learn more by asking to the Brotherwood Decoration or they can directly purchase the products.

Finally, this marketing booklet will also help Brotherwood Decoration increase its revenues. After having two benefits above, the marketing booklet will expectedly raise the revenues of Brotherwood Decoration.

Marketing booklet is a small and thin book which is used by a company to promote its products or services. Based on an online article, generally, marketing booklet consists table of contents, company overview, products or services, how to guides, and company contact information.

First of all, table of content is a part that contains the list of all the pages. Since it contains titles of every subject, it can help the readers to go directly to the information needed without opening every page of the booklet. Secondly, the company overview is a brief explanation about the company. It can be the type of business, strength, and the uniqueness. Thirdly, products or services include detailed information about the products or services. It can be type of products or services, size, color, quality, and price. Fourthly, how to guides contains a guideline about how to order products or services. It can be a guidance for customers to order the products. Finally, company contact information includes the address of the company, telephone number, fax, and email address. This company contact information helps prospective customers to contact directly to the company.

According to the sources that the writer found in a book on Creating Brochures and Booklets and three articles in Internet on How to Produce a Winning Booklet, Is Booklet Advertising Effective, and Tips for Better Sales Booklets, there are some requirements that the writer needs to follow in order to produce an effective marketing booklet. First of all, in the booklet planning stage, the goal is to answer the question: what do the customers want or need? After answering the question, she can easily make an effective marketing booklet. This step will be the foundation for the writer to make a marketing booklet. Secondly, the writer needs to consider to what the customers need to do next. She can imagine once the customers read the booklet, there should be an action step after that. It can be either they learn more about the products or services by contacting the company or they can purchase the product or services. That is why, company contact information is really needed in here. Thirdly, the writer needs to remember that one of the criteria of a marketing booklet is that it should be informative. The product or services description must be informative in order to focus on customers' attention. However, even a marketing booklet is informative, it does not mean that all of the information should be there. The writer only needs to put the important information to the marketing booklet since space may be limited. In addition, we also have to consider that time is

precious for many people. If the writer puts much information in marketing booklet, customers tend to prevent to read it because they are too busy to read wordiness. Fourthly, the writer needs to keep the marketing booklet well organized. It will be interesting if the writer puts the least important things in the beginning and puts the most important things in the last page. By making this marketing booklet with this organization, the customers tend to read it until the last page. Fifthly, photos regarding the company are also needed in order to make a good marketing booklet. In this part, the writer needs to make sure that the photos used are in high quality, so that the customers can see them clearly. Sixthly, the writer has to be consistent about the color, fonts, and tone she used for marketing booklet. The writer must use the same colors, fonts, and tone in every page. By using the same colors, fonts, and tone, it will create an image that this company is consistent. Finally, the writer needs to put the company's logo in every page of a marketing booklet. By putting the company's logo, the writer can reinforce the brand of the company to the customers.

METHODS

After getting the approval from Board of Examiners, there were some procedures in making the marketing booklet for Brotherwood Decoration. First of all, the writer made list of questions regarding Brotherwood Decoration. The questions are what is actually Brotherwood Decoration?, when was Brotherwood Decoration established?, what kinds of product do Brotherwood Decoration offer to customers?, how do customers know Brotherwood Decoration?, how to order the products of Brotherwood Decoration?, how much is the product?, what kinds of wood do Brotherwood Decoration use to decorate?, How long is the preparation to make a booth?, and what is the company contact information? After that, the writer did an interview with the owners of Brotherwood Decoration. Besides, the writer also asked all of the pictures of their project and the logo. Next, after doing the interview and collecting the pictures, the writer started to work on the content and the organization of the booklet. There are five parts in the booklet: Table of Contents, About Brotherwood Decoration, Why Brotherwood Decoration?, Products and Contact Us. In "About Brotherwood Decoration" and "Why Brotherwood Decoration?" parts, the writer had to make them carefully because those parts had to reflect Brotherwood Decoration truly. After that, the writer made the content of Products, and Contact Us based on the interview the writer did with the owner. After making the content, the writer came to Brotherwood Decoration again to show the content of marketing booklet to the owners. At that time, they said that everything was good. They did not revise a lot the content. They just wanted to change the description of "Why Brotherwood Decoration?" After checking the content to Brotherwood Decoration, the writer revised the content based on what the owners wanted. Next, the writer contacted the graphic designer to design the marketing booklet. Then, a week later, the design was finished and the writer came back to Brotherwood Decoration to show the design of the marketing booklet. The owners said the design was good. However, they said that it is better to change the standard background to wood background, so that Brotherwood Decoration can emphasize the customers again the wood as their main material in decorating. After consulting the design of marketing booklet, the writer contacted the graphic designer again to revise the background. After the revision was done, the marketing booklet was ready to be printed.

FINDINGS AND DISCUSSIONS

The product is "A Marketing Booklet for Brotherwood Decoration: A Way to Promote This New Company and Its Products to the Prospective Customers." This marketing booklet contains four things, i.e. table of contents, company overview ("About Brotherwood Decoration"), products ("Products"), and company contact information ("Contact Us"). The writer chose those components to be included in marketing booklet because she thought those components are the main information needed by the prospective customers.

There are two kinds of target markets of this marketing booklet. First of all, there are business people from youths and adults. Usually, the young people are people who have just started their business and they want to introduce their companies to the public. On the other hand, the adults are people who have already in the business world for a long time and they want to introduce the new product to their customers. Therefore, in order to attract many customers, they need a decoration company that can make their shops or booths become attractive. Secondly, the target markets are

malls in Surabaya since the owners of Brotherwood Decoration are planning to offer their services there. If Brotherwood Decoration wants to work together with big companies, the owners can give this marketing booklet, so that those companies can understand what kind of company Brotherwood Decoration is.

There are three benefits of a marketing booklet. First of all, a marketing booklet will help introduce the company to more prospective customers. In other words, the marketing booklet will help the company communicate its identity, strengths, and products to prospective customers, so that they know and understand what Brotherwood Decoration is. Secondly, this marketing booklet will also help the company get more customers. By having a marketing booklet, there will be many people who know Brotherwood Decoration. They will understand the products of Brotherwood Decoration by reading the description of the products. Finally, after this marketing booklet helps Brotherwood Decoration introduce the company and get more customers, it will help the company increase the revenue. Supposedly, after customers read the marketing booklet, they will get to know that actually Brotherwood Decoration is a good decoration company.

For the language, the writer decided to make it as a bilingual marketing booklet. The marketing booklet is written in English and Bahasa Indonesia. She chose to write this marketing booklet in two languages because the target markets of the booklet are Indonesia people and malls in Surabaya. Sometimes, the managers of the malls are not originally from Indonesia. Therefore, I think it would be better to make it as a bilingual marketing booklet in order to avoid misunderstanding.

The size of the marketing booklet is A5 which is not too big nor too small for customers. Besides, an ideal marketing booklet should be six to eight pages only. To make this marketing booklet look attractive, the writer asked the graphic designer to design it in a modern but simple style. And in order to represent Brotherwood Decoration, she also asked the graphic designer to design the background of the booklet with brown and wood background. She thinks brown and wood pattern are good for the color of the background since Brotherwood Decoration uses recycled wood as the main material. Moreover, she also needs some pictures of Brotherwood Decoration to make the marketing booklet more attractive. Those pictures were obtained from Brotherwood Decoration because they actually have already had all of the pictures she needs. Next, the graphic designer did the design of the marketing booklet.

Furthermore, the organization of the components in the marketing booklet will also be her consideration in making this marketing booklet. In the first part, there is the cover of the marketing booklet. In this part, the writer chose brown color and wood as the background to represent Brotherwood Decoration which uses wood as the main material in decorating. Besides, she put a picture of the project on the left side and the logo of Brotherwood Decoration on the right side. Above the logo, she wrote the tagline as well as the vision of Brotherwood Decoration which is "Innovative and Creative Decoration Tastes of Today's Youth". The aim of writing the tagline is to give the readers the main idea about Brotherwood Decoration before they start to read the booklet.

After the cover, there is an opening page complete with the mission of Brotherwood Decoration which is "We provide vintage and classy decoration ideas for your every special event and need". The aim of writing the mission is to make the readers know the way Brotherwood Decoration reaches its goal. In this page, the writer also put some pictures of Brotherwood Decoration's projects to make it look attractive.

The third part is the Table of Contents. This part is important to be included in the marketing booklet in the first page because it can help prospective customers who want to look for the information needed. Since it contains a list of titles of every subject in the marketing booklet, it can guide the readers to the information they need without opening every page of the marketing booklet. Therefore, the Table of Contents section must be in the first page in order to guide the readers to read the marketing booklet.

The fourth part is the company overview. In this part, the writer divided it into two sections. First, there is "About Brotherwood Decoration". In this section, she explained what kind of Brotherwood Decoration is. Also, she mentioned the uniqueness of Brotherwood Decoration compared to other decoration companies, such as "Brotherwood Decoration is a decoration company based in Surabaya focusing on environmental friendliness by using recycled wood as the main material." This section can help Brotherwood Decoration define its company to the prospective

customers. Therefore, this part should be in the first order because after the readers read “About Brotherwood Decoration”, they will start to think why they should choose Brotherwood Decoration rather than other companies. Secondly, there is “Why Brotherwood Decoration?” In here, she explained three strength points of the company such as high quality materials, affordable price and satisfaction guaranteed. The aim of explaining the strength points of the company is to convince the readers not to choose other decoration companies. Thus, the main benefit of the company overview part is to convince the readers to choose Brotherwood Decoration by showing the strength points of the company.

The fifth part is the “Products” part that the company offers to the prospective customers. This part is the most important one in the marketing booklet. The writer put the “Products” in the fourth part because she thought after the readers read the company overview, they will be curious about the products that the company offers. In here, she listed the products and give explanation to each of them; for instance “The pop-up design of the booth is well-adjusted to the product: the straight lines foreground its minimalist look and the spotlight foreground the glamour look of the clothes to attract customers. The simple deign of the background foregrounds the brand in focus”. Furthermore, she gave the pictures of the projects that Brotherwood Decoration did on each of the products. The function of giving pictures is to make the readers have images in their minds about the projects that Brotherwood Decoration has done.

The last part is the company contact information with the heading “Contact Us”. The writer put this part after “Products” because she thought after the readers read it, they will start contacting Brotherwood Decoration. In this part, the readers can find the office of the Brotherwood Decoration, telephone number, Blackberry Messenger, Instagram, email, and blog. By giving the company contact information in marketing booklet, the prospective customers will get in touch with Brotherwood Decoration.

CONCLUSION AND SUGGESTIONS

For Business Communication Final Project (BCFP), the writer decided to make a marketing booklet for Brotherwood Decoration, a new decoration company in Surabaya. The idea of making a marketing booklet came up because there is a serious problem in Brotherwood Decoration. This company was established recently which was in June 2014. Since this company is still new, there are not many people who know its existence. On the other hand, there are two decoration companies which were established before Brotherwood Decoration existed. Those two companies are Posh Decoration which was established in 2011 and Precious Moment Decoration which was established in 2012. People who do not know Brotherwood Decoration will go to these two companies because they are more famous and experienced than Brotherwood Decoration. As a result, Brotherwood Decoration does not have as many customers as them. If this kind of problem is not solved immediately, there will be some disadvantages for Brotherwood Decoration. It could be either people will choose another decoration company or people will think that this company does not have much experiences because it is unable to show its identity to the public. Thus, Brotherwood Decoration needs a marketing tool which can show its identity to the prospective customers. This marketing tool is a marketing booklet.

There are four components in marketing booklet: table of contents, company overview (“About Brotherwood Decoration”), products (“Products”), and company contact information (“Contact Us”). Those components are important to be included in marketing booklet because they can help Brotherwood Decoration in communicating its identity to the prospective customers. First, the company overview part can introduce the company to the readers about what Brotherwood Decoration is and why people should choose Brotherwood Decoration. Second, after reading the company overview, the readers can find the products that Brotherwood Decoration offers. In addition, they also can read the product description and see the pictures of the projects that Brotherwood Decoration has done before. Last, the writer puts company contact information to make the prospective customers are easy to get in touch with Brotherwood Decoration. In completing this marketing booklet, she used some concepts from a book and online articles. Those concepts help her a lot in choosing the contents and arranging the organization of the marketing booklet.

Finally, the writer hopes that Brotherwood Decoration can use the marketing booklet effectively and continually to market its products to the prospective customers. Since this marketing

booklet costs more than a brochure, Brotherwood Decoration cannot give it to everyone. It will be useful and efficient if Brotherwood Decoration can give it the company institution such as the malls and hotels which can order its products in large number. Brotherwood Decoration will also get lot of benefits from offering its products to them.

For the next students of English for Business Communication of Petra Christian University who want to do the same Business Communication Project (BCP) as her, she wants to suggest that it will be better to start thinking about the Business Communication Final Project (BCFP) before starting doing internship. It is important to make sure that the company where the students do the internship is willing to help the students in finishing the Business Communication Final Project (BCFP). By doing this, students do not have to worry looking for another company in making the final project. However, if students do not do this, they will be confused to look for another company and observe the company again. In addition, negotiation skill is also important in this Business Communication Final Project (BCFP). It is used to convince the company. By having a good negotiation skill, students will have a confidence to face the owner of the company and will get a permission to do the final project.

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