PT. VELOX CREATIVE INDONESIA

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ABSTACT

From time to time, transformation are always happen because it is the key of innovation. Human always changing their mindset on how make things easier, practical, and right. The same goes to the company to keep on growing. Not only to going nowhere, but they need to get out of their comfort zone to grow rapidly by introducing the company to the international world. In this era, it is not really difficult to reach internatonal market, especially exporting/internationalization service than product manufactur. Scholars highlight four features that distinguish services from manufactured goods: (1) intangibility (services are not transportable or storable), (2) inseparability (production and consumption occur simultaneously), (3) perishability (services cannot be saved but must be consumed as they are produced), and (4) heterogeneity (services are unique and difficult to standardize) (e.g., Zeithaml, Parasuraman and Berry 1985) cause of that international trade in services witnessed discernible increase in the last two decades. According to the World Trade Organization (WTO) for the year 2013 the global services exports accounted for about one-fourth of total world exports, that is, US$4.7 trillion. It is interesting to note that this growth in services trade is the reverberation of technological advancement and improvements in telecommunication infrastructure (Banga & Kumar, 2010; Saez & Goswami, 2010) By using Nusantara project, couple of Indonesian companies are already built a partnership with the groups of Indonesian or overseas college students to exporting the company on international market.

1. COMPANY PROFILE

Velox Creative Co. was established since January 4, 2016 and focus at brand activation, graphic design, videography, and all the fun things about visual communication. There is only one company location and based on Malang City, Indonesia.

Vision

- Always innovate with knowledge and creative thought

- Educate the public how important the creative design as a solution to the development of community business.

- Always support the entrepreneurial movement of the community.

- Always up to date with all the changes so the company could be always dynamic.

- Always renewing the skills, knowledge, and skills for a healthy company atmosphere.

- Always responsible for all the consequences that have been done.

Mision

Making the Malang city as the number one most creative city in Indonesia

Being an inspiration for people especially teenagers to be creative people to prefer being a true entrepreneur to Indonesia's stronger econnomy, and in the end making Indonesia a producer country rather than a consumer country.

STRUKTUR **PERUSAHAAN**

Sebuah perusahaan akan berjalan dengan baik jika ada orang – orang yang menggerakan perusahaan tersebut dengan semangat dan satu tujuan yang sama, berikut ini kami sampaikan struktur perusahaan Velox Creative Co. :

ALLUICIUS ANDRE — Executive Director

YOHANES ALDY — Creative Director

EDWIN DEWANTO — Executive Promotion

R. INDAH PERTMATA — Executive Finance

NURHALIMAH — Executive Production

GUSTI M.S — Art Director

SALWA RUSLA — Creative Promotion

FARIZA R.P.Y. — Creative Designer

M. ZAHIR FIKRI — Creative Designer

Current situation

Velox Creative corp. is stable, employees do as their each job description and job specification. The corporation runs well there is no matter show up since its foundation. In this year, Machung University got the honor to host Nusantara Project. It was a national

project involving Indonesian universities and also overseas universities. Machung's student supposed to do this project by helping them market their product all over the world. Before doing international marketing steps, we need to know how ready are the companies doing business on international market.

1.4 More Data about Velox

Address : Saxophone River Village Kav 03 Malang, Indonesia

Instagram : https://www.instagram.com/veloxcreative/

Facebook : https://www.facebook.com/VeloxCreative/

Website : www.veloxcreative.com

PIC : Aluicius Andre (+6281230655969 & velox.creative@gmail.com)

COMPANY READINESS ANALYSIS

Based on our observation and interview, we make a bar chart to show the readiness level of our company. Below is the bart chart.
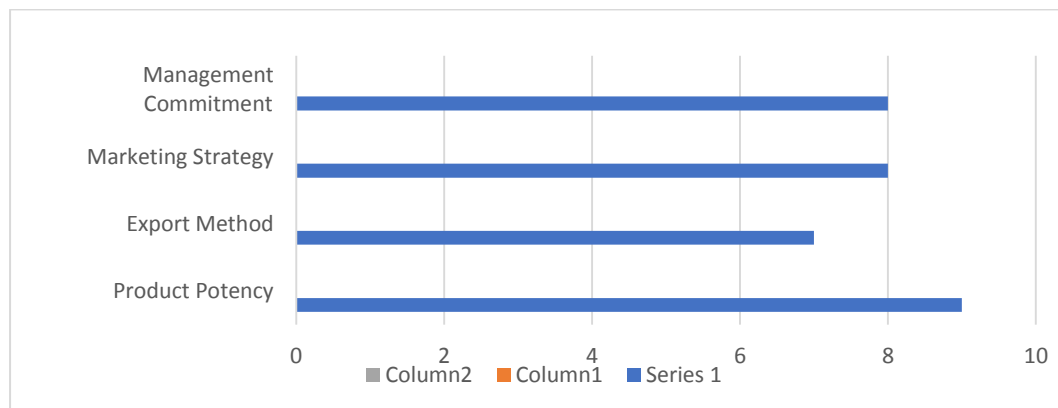

Figure 1.1 CORE Methods of Velox Creative Co.

Core Analysis

Management Commitment **:** our score to their Management commitment is 8, because they can run their company towards their vision and mission, but still not their all of their vision and mission already run. We also give score 8 because they always looking for a designer who has a fresh mind, and also up to date. Also not forgetting about the good attitude and their good work ethic.

Marketing Stategy : we give them score 8 on their marketing strategy. They already did some basic marketing on online and offline such as using social media on Facebook, Instagram, e-mail, and also website, while their offline strategies is using an offer letter of proposal to their potential client. But we think that with their growth, they still can using another marketing strategy to get as many clients and they can.

Export Method

We give them score 7 to their export method because their client from overseas only ordering the concept and a design. After that Velox ask for the down payment and then then

create their request with a maximum 3 times revision. With this method, they can't give the finished result from what the client's want, just the roughly design from what client's want.

Product potency

We give them score 9 to their product potency. Right now, Velox can definitely go international with their design and their services. Velox already has many portfolio from famous brand who uses their design such as Mayang Collection, Telkomsel, Racel Risol, Malang city's birthday, Dice Gelato, etc. Because of service that don't really need a face to face between Velox and client, they can maintain their appearances from their social media account and their website. When people see their social media and website, and they already have a good design on it, people must think that this company is really creative and have a good result. By featuring their design with the up to date one and giving the result in time, Velox can become one of the best design company from Indonesia.

2. RECOMMENDED SERVICE IDEA

Velox is a creative company which located in Saxophone River Village Kav 03 Malang, Indonesia. Velox offering a design graphic service to design logo company, design interior, design exterior, and everything. Velox had been worked on many company and personal demand. Velox also worked for local government institution to designed and applied mural for an asset of nature reserve to attracting more tourists.

Velox marketing's are already good, it means Velox for a purpose to attracting more customers Velox had a few social media that actively show up about the company work progress and list of brand's design that already done by Velox. The social media that Velox already had such an Instagram; website; and Facebook.

Recommend service idea for Velox Creative Indonesia is to make a social media specially for an international market. A purpose of divide between local and international social media account is giving difference of content that contain within social media cause Indonesia and foreign country has a different culture that cannot blend them into one social media, furthermore every country has a different culture and different approach techniques implementation.

Marketing the product or service to the domestic or international market has a similarity and differentiation. First is the difficulty, where domestic markets are easier to reach better than international because of the environment that domestic people is get used to it, and by that many benefit of learning the characteristic of the market and the permit for selling the product, not like the international market where the characteristic is harder to learn because its strange to the producer. Second is the similarity where both local and international marketing is the effectivity and accuracy on the marketing method will affect how the marketing worked or not. From there, our group conclude some ideas where we can recommend to our *Company Client* which is PT. Velox Creative Indonesia, such as:

Plan A

LINE is our recommendation for the marketing platform, where we will be partnering with LINE Corp. It will be profitable to Velox to build a branding on international market. LINE already have many efficient facilities for the partnership on company that want to market their product or service. Couple of partnership facilities that LINE Corp have:

LINE OFFICIAL ACCOUNT

This service will make company build their own account. Company can broadcast their message to other client with their friendship account, put some article on Timeline, etc. Company profile that already on the LINE platform will make the company can reach many clients on news scale. Many facilities that LINE offer with their official account:

Message function

Message function will facilitate the partnership to broadcast message such as product or service update, discount information, etc to their potential client that add the official account to their friendlist.

Multimedia message function

This function same as the message function which have a broadcasting message function to the potential customer but it will have some interactive format such as pictures or videos.

Research function page

Research function is a function that really useful for the partner company because with this fuction both company can interact their customer with questionnaire.

Timeline Function

Timeline function can help company on promoting their product or service on LINE timeline. Their potention customer can also giving a feedback on emoticon and comment section.

PR page fuction

PR page is a mini page where customer can look at on LINE application. PR page will make company can send a coupon or long text which you cant fill it on one message. You can make it on management pages.

Word answering

This function can answer the customer's message where the message need to be exact the same with the one we want. Set the keyword first, and the answer will send automatically based on the keyword. There are many application avaiable such as matching criteria, answering the question from customer, looking for store information and quiz.

LINE STICKER

Line is one of the messaging apps platform that really touchy because there are many variations of free stickers and paid stickers. With that feature, LINE offer the partner to create their own sticker with a purpose to introduce their branding to public. We recommend 2 ways to use this facilites:

Build the brand and introducing to international what is velox by joining the annual event: LINE creator's sticker awards.

Introducing a new service, making a sticker to other company. If many company use their service, many new companies will use Velox's service as their creative designer.
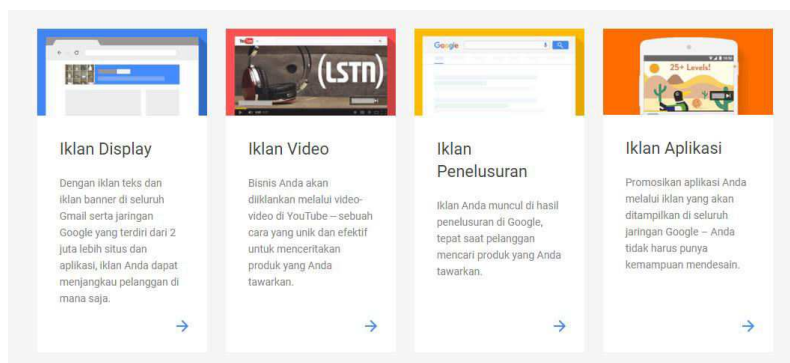
LINE POINTS

LINE points is a rewards service that we can get and use for other LINE service such as buying new stickers, theme, etc. Users can get their LINE points freely by watching an Ads or downloading application that have a collaboration with LINE. We recommend the LINE points as a promotion for VELOX by using Video promotion (CPV ads). By using LINe points, VELOX can get 3 key benefits such as: Media guide is a guide to video format that will be shown and another regulation : http://partner-points.line.me/en/mediaguide

Plan B

For the platform, we recommend on plan B is Google and Facebook. Both platform have many features compare to LINE such as:

GOOGLE

Google is a big company where they have a technology that useful for the public such as search engine and Google AdWords. AdWords is a marketing platform from Google where company can arrange their business ads. Here company can arrange where they want to place the ads on Google network, marketing target, language, etc. AdWords is a really good method on online marketing. With the really complex feature inside, company can plan their strategy to maximize their online marketing. Understanding the feature on this engine will increase their business and company sales. Company can also choose where to put the ads such as:

Our team recommend using this video ads and search ads. The detail on both ads:

YOUTUBE (Video Ads)

On video ads, Velox can make a video promotion via YouTube (subsidiary of Google).

SEARCH ENGINE (Search Engine Ads)

On Google search engine Velox can make a promotion on searching box where it can grab local or international customer in internet world. By using this method, company can share their ads on Google search engine, where we can analogy this such as product on store window, so the potential customer can find and see the product or the service. On computer, tablet or smartphone, if company can search the keyword where we already set, the ads will appear on their monitor. Company will only pay of someone click the ads, by visiting the company website or contact them. With the millions search everyday on Google, we can assure that many customer will find the company and try to think about using Velox's service. Other feature is that by using Google ads manager, we can find many information such as statistic data, chart, and demography related to the ads by the company.

FACEBOOK (Facebook business/Fanpage)

Facebook is a social media platform that still used by people all around the world, where almost every people have their own facebook account. Facebook is not just a social media, but also a lawn to use for business, and by using them we can connect to potential customer easily, like the Google. We can use Facebook promotion where we won't just interact on one side, but we can interact one and each other like the potential customer can write their mind to company Fanpage
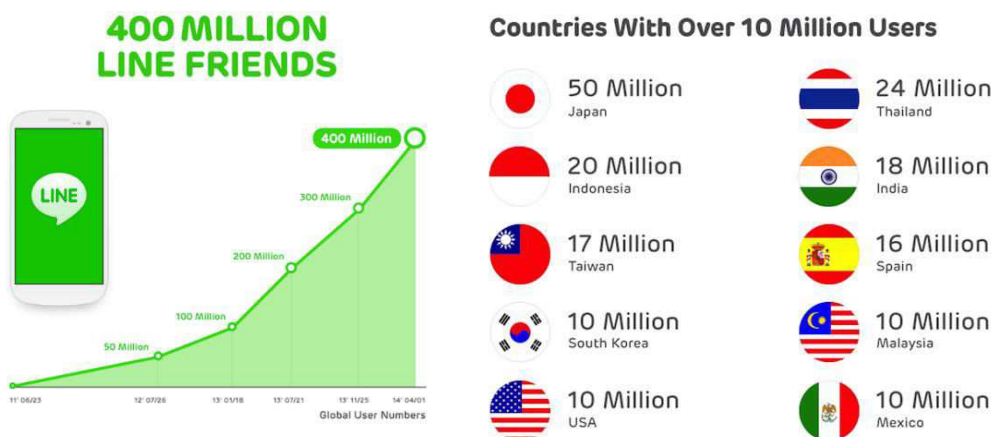
INSTAGRAM

Not just Facebook, Instagram as a subsidiary of Facebook is a social media platform with photo and video become the media. It focuses on the photo and the 1 minute video. Instagram can also be the lawn of business because it also connected to Fcebook. By using both of the platform, company can promote on a maximal speed. Instagram have couple of feature that give a benefit for company marketer.

3. REASON

PLAN A

Our group choose Line because many countries in the world have been using this application to communicate and as a means of promotion. In Indonesia, for example, users of Line had already reached the figure of 20 million. It shows that people have an awful lot of that application to use the Line. Moreover, in Japan has already reached 50 million users. With the use of Line (stickers, themes, a paid package, premium id) can be a media promotion for the Velox Creative co. in order, to be recognized by the international community. Line is one powerful way to introduce creative design services company.

PLAN B

According to our group, platform more advance compared to LINE because it has a wider range, mass, and more accurate to segmentation. GOOGLE is a company that has the technology to the most popular search engine in the world, and has a subsidiary of youtube which is very popular for social media sharing the video.

With the features that make it easier to advertise the company in making potential a successful promotion of the features to be open i.e. GOOGLE Ads manager which provides

information in the form of statistics, charts, data and demographics-related ads to the company. The company can also arrange target segments which will advertise.

Daily Records

10 Billion
Messages Sent
On March 21, 2014.

1.8 Billion
Stickers Sent

92.36 Million
Timeline Communication
Home posts, "Likes", and comments.

1,698,991
New Registered Users

12,059,177
Calls

EVALUASI PERFORMA IKLAN

Beriklan tanpa
menebak-nebak.

Lihat performa iklan Anda.

Dengan AdWords, Anda dapat melihat
berapa orang yang melihat iklan Anda,
dan berapa di antara mereka yang
mengunjungi situs atau menghubungi
bisnis Anda. Anda bahkan juga dapat
menetapkan target pelanggan yang
sesuai dengan bisnis Anda.

Uji iklan Anda.

Setelah menemukan cara-cara yang
paling efektif, Anda dapat
menyesuaikan iklan Anda dan
mengevaluasinya kembali.

Tetapkan anggaran Anda.

Sesuaikan anggaran kapan saja Anda
inginkan. Selain itu, tanpa adanya
kontrak, Anda dapat mengakhiri
kampanye kapan saja tanpa biaya
pembatalan.

4. COUNTRY SELECTION

Basically, the keys to successful marketing is in accordance with the segment and targeting, therefore when the company had an idea, design, or marketing plan previously had to find a target market that will be targeted. The analogy is like when will fight better evaluate the ability of yourself first so you can sort and select an enemy comparable or even easier, just like the activities of marketing, if you want to market your product or service in a place, better to understand marketing mix 7p, then identify the target, segmentation, and positioning of the company in advance. In this case, we will explain the marketing mix 7p, and STP on VELOX.

5. MARKETING STRATEGY

5.1   Segmentation

In this regard, the need for creative design growing because anyone need these services right, such as the new and old companies, fashion, etc. will always need creative design like logos, product packaging, fashion design, videography, etc. then the segmentation VELOX is a company, because the company needs something like a logo, web design, brochures, etc.

5.2   Targeting

If seen with the quality of services offered and hours flown high enough then the VELOX target all corporations who need the service.

5.3   Positioning

VELOX has positioning against the friendly service and the cooperative interaction occurs where such consultation and discussion by designer against the client. By positioning comfort in service then the value of the company will be getting better in the eyes of the public.

Then, with data such as marketing mix 7p and STP company then we can recommend groups of target countries for doing promotions in the country – the developing countries and the developed world in ASEAN, such as Thailand, Viet Nam, Malaysia, and Singapore. The reason why we recommend that country is on developed and developing dengara there is a new company that requires a brand image as a logo as the face of the company, website layout design as the face of a service or company profile, etc. And also, the old company takes the turn logo or need product packaging and other creative design needs. We recommend to the State – State in ASEAN because seen from experience or flying hours with clients abroad are very rare hence if the vote on the State – State in ASEAN still has a culture not too much different then it will get the convenience in terms of communication towards promotion or communication business.

5.4   Marketing mix 7P

Products

VELOX use creative design needs as business opportunity offers creative design services namely like the making of company logo, graphic design, interior design, etc.

Price

Pricing is an important thing. the company will do this with full consideration because the pricing will be able to affect the total revenue and costs. Price is a major factor determining the position and should be decided upon in accordance with the target market, product range, and a mix of services, as well as competition. VELOX gives no definite price because it is essentially a price on creative design itself is very depending by complexity, materials needed for the production, and other factors – factors.

Promotion

It is a promotional activity and material in the application using the techniques, under the control of the seller/manufacturer, which can communicate a compelling persuasive information about the products offered by the manufacturer, either in directly or through parties that could affect purchasing. With the concept of promotion, VELOX did a series of promotions of its products through a variety of social media.

Place

A place or location would be one advantage for companies because it is easy reachable by consumers. in site selection. In this case the VELOX not transfixed by the location because it is focused to the promotion online as facebook and Instagram.

People

People is the main asset in service companies, in this case is the designer VELOX in the front position (frontliner) which directly meet and provide services to the client. Designer ready to do called directly to the client such as receiving consultation or discussion to the client for the sake of accomplishing the desire design is by the client, this will give rise to a sense of satisfied and loyal. Other important factors in people is the attitude and motivation of employees in service companies.

Process

VELOX open and close his Office corresponding operational time specified VELOX, and its employees are also given skill that can follow the procedures and systems which is default servicing provides services such as accompanied by receive consultation and discussions with the client. This ongoing process will guarantee the quality of service received assessments so VELOX the better.

Physical Evidence.

Evidence than flying hours is quite high is a testimonial from the client-client ever used the services of VELOX in terms of creative design which is collected on the official website of the VELOX itself. With such a potential client that will be sure to look at the company's production output, the more production output displayed on the official website of the VELOX, value company will be getting better.

6. RISK

PLAN A

With a paid package, users can enjoy a more complete features and capacity to send broadcast messages (broadcast).

		Developer Trial	Free	Pro
Biaya	**Biaya Awal**	Rp 0	Rp 0	Rp 0
	Biaya Bulanan (Termasuk Pajak)	Rp 0	Rp 0	Rp 99,000 → Rp 0 TETAP GRATIS selama masa promosi sampai 31 Januari 2018, hanya dengan mendaftarkan kartu kredit Anda. Anda hanya akan terkena biaya tes admin Rp 10ribu, yang akan dikembalikan dalam waktu 1x24 jam.
Kapasitas Maksimum	**Pesan Siaran (Broadcast)**	Maksimum 1,000 bubbles chat/ bulan	Maksimum 3,600,000 bubbles chat/ bulan Rata- rata 12 kali broadcast/ bulan*	Maksimum 18,000,000 bubbles chat/ bulan Rata- rata 12-60 broadcast/ bulan*
	Posting ke Timeline	Maks 4/ hari	Maks 100/ hari	Maks 120/ hari
	Jumlah Valid Friends (Target Reach tidak melakukan blocking)	50	3,000,000	6,000,000
Fitur	**Siaran**	✓	✓	✓
	Chat 1:1	-	✓	✓
	Halaman Akun	✓	✓	✓
	Polling &	✓	✓	✓

		Developer Trial	Free	Pro
	Survei			
	Kartu Loyalitas	-	✓	✓
	Statistik	✓	✓	✓
	Pesan Multimedia (Pesan dengan konten gambar yang dapat di-klik menuju sebuah landing page)	-	✓	✓
	Pesan Suara	-	✓	✓
	Pesan Video	-	-	✓
	Pesan Video Multimedia	-	-	✓
	Menu Multimedia	✓ API-type only	✓ API-type only	✓ API-type only
API	**Webhook**	✓	✓	✓
	Reply API	✓	✓	✓
	Push Message API	✓	-	✓

the number of ' message ' is the sum of the ' bubble ' text that's sent from broadcast message LINE @. * 1 Bubble Text to 1 follower = 1 message.

The total number of messages that can be sent in 1 month is determined by the Reach of the Target you have at the time (assumption: average number of friends in 1 account approximately 300.000 friends). For example, the number of friends on your account 300.000 friends. Then in the FREE package you can send broadcast message 12/month (3.6 million/300ribu), and in the PRO package you can send about 60 broadcast message/month (18 million/300ribu).

Package costs will always be charged in full at the BEGINNING of the MONTH, and renewed automatically every month until cancelled or replaced.

Every beginning of the month, the number of messages that are sent will be limited if your Target Reach owned exceeds the terms of the package.

Although the number of messages that can be sent is limited, the monthly cost will still occur in accordance with the number of packets that have been purchased.

API cannot be used before you enable messaging API. After you enable messaging API, you cannot convert it into non-fire again.

LINE @ make ID that can be searched using the search function in the application LINE. As a general rule, ID created randomly at the time of the application, but you can choose to pay a separate fee to assign the ID of your choice.

	ID Standar	ID Premium
Biaya Tahunan	Rp 0	Rp 149,000/ tahun
Format	@ + 3 huruf + 4 angka + 1 huruf (acak) Mis., @TFK3049L	@ + string yang ditentukan pengguna (String harus 18 karakter atau kurang, tidak termasuk simbol "@". Hanya huruf dan angka ukuran separuh, serta karakter khusus ".", "_", dan "-" yang dapat digunakan.) Mis., @line_cafe
Detail	Diterbitkan secara otomatis saat membuka akun LINE@.	Diperoleh dengan menyelesaikan pembelian ID Premium.
Catatan	・ID akan berisi string huruf tidak berurutan yang acak.	・Anda tidak dapat membuat ID duplikat. ・Pembayaran ditagih setiap tahun. Metode pembayaran menggunakan metode yang sama untuk pembayaran biaya paket bulanan.

The number of ' message ' is the sum of the ' bubble ' text that's sent from broadcast message LINE @. * 1 Bubble Text to 1 follower = 1 message.

Package costs will always be charged in full, and extended automatically every month until cancelled or replaced.

The monthly cost of the package would not be diprorata based on the rest of the day in a month.

There will be no additional costs if the change package. Change package subject to fully and effectively in the next month after the turn.

Downgrade from a paid "Pro" package to the "Basic" is not possible.

Every beginning of the month, the number of messages that are sent will be limited if your Target Reach owned exceeds the terms of the package.

Although the number of messages that can be sent is limited, the monthly cost will still occur in accordance with the number of packets that have been purchased.

PLAN B

AdWords allow companies to target potential customer by keyword, topic, location, and time. And companies can begin in accordance with the marketing budget. However, we recommend to start with a minimum of Rp50,000 per day. Financing in AdWords using several ways:

Cost per 1.000 impressions (pay per thousand impressions)

You will be charged every 1.000 people who see your ad. This is a great way if you want to see more or build brand awareness in the market.

Cost per click (pay per click)

You will be charged every time there is a click on your ad. If they only see your ad, you will not be charged anything.

Cost per conversion (pay per conversion)

The most advanced way in advertising because you only pay when your advertising goals are met. These goals can be a member registration, sales, length of time per visit, etc.

7. RECOMMENDATION

All the business enhancements, profit, status, image of organization depend on customers. Customer satisfaction is the measure by customer's expectation that is the part of customer's experience (Armstrong & Kotler, 2017). Customer relationship is the one of the very important thing to run the business success. It is about managing customers which is focus of building their loyalty by do understand your customers, do communicate with your customers, prepare good service for customers, always received customer feedback and handle customers with complaint well (Armstrong & Kotler, 2017; Ghani et al. 2016). So, recommendation for Velox Creative Co. is improve the customer relation or customer royalty which are customers are very important in every business to make the customer's expectations and satisfied customer.

Next recommendation is create the impression service to customers for make them memorize good experience from their designs and keep in their good memorize forever. And make activities for customers while the customer design in the Velox for make them impression and good memorize, for example give free design or discount to customer for ordering in large quantities. Last, evaluation feedback and comments of customers that they get from service and bring it to improvement following what customers want by departments which is in charge (responsibility) or department that related make the 12 report of evaluation for adjust or improve the service to what customer expectation (Ghani et al. 2016; Bhat & Darzi, 2016).

And also, Velox Creative Co can understand local market needs and develop a collaborative approach. Too often, operating globally is seen as an excuse to avoid spending time understanding local cultures, customer needs and behaviours, as well as successful and less successful marketing approaches. So, Velox Creative Co can research the markets and take the time to get to know the international teams will be working with, trust them to be the experts on local customs and users, and leverage their knowledge to make your global plans and campaigns a success.

8. CONCLUSION

From time to time, transformation are always happen because it is the key of innovation. Human always changing their mindset on how make things easier, practical, and right. The same goes to the company to keep on growing.

Velox Creative Co was established since January 4, 2016 and focus at brand activation, graphic design, videography, and all the fun things about visual communication. There is only one company location and based on Malang City, Indonesia. Velox Creative Co market their potential domestic client using online and offline marketing strategy. On online strategy, using social media account such as FB, IG, Email, also website. On offline strategy, using proposal to our potential clients.

Basically, the keys to successful marketing is in accordance with the segment and targeting, therefore when the company had an idea, design, or marketing plan previously had to find a target market that will be targeted. In this case, if VELOX want to market your product or service to many places better understand marketing mix 7p, then identify the target, segmentation, and positioning of the company in advance.

Then we can recommend groups of target countries for doing promotions in the country – the developing countries and the developed world in ASEAN, such as Thailand, Viet Nam, Malaysia, and Singapore. The reason why we recommend that country is on developed and developing dengara there is a new company that requires a brand image as a logo as the face of the company, website layout design as the face of a service or company profile, etc.

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