

**STRATEGY TO WIN PT. TRIATRA SINERGIA PRATAMA FOR GUIDE
PRODUCT NEW DEVELOPMENT TO CUSTOMER “PT. XYZ” SITE
OPERATION TIMIKA AREA**

By

Resan Bagus Candra Sulistiyar
22252036

MASTER’S DEGREE
in

MECHANICAL ENGINEERING -ENGINEERING MANAGEMENT
FACULTY OF ENGINEERING AND INFORMATION OF TECHNOLOGY

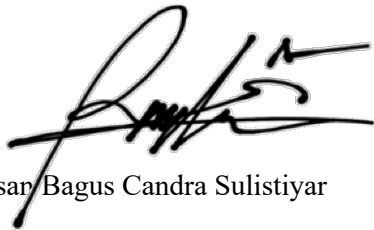


SWISS GERMAN UNIVERSITY
The Prominence Tower
Jalan Jalur Sutera Barat No. 15, Alam Sutera
Tangerang, Banten 15143 - Indonesia

23 January 2024

STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

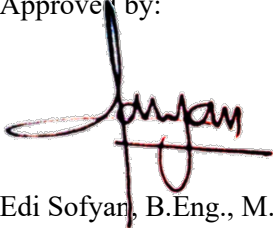


Resan Bagus Candra Sulistiyar

Student

Date

Approved by:



Edi Sofyan, B.Eng., M.Eng., Ph.D

Thesis Advisor

Date



Dena Hendriana, B.Sc., S.M., Sc.D,

Thesis Co-Advisor

Date

Dr. Ir. Maulahikmah Galinium, S.Kom., M.Sc

Dean of Faculty Engineering and Information Technology

Date

Resan Bagus Candra Sulistiyar

ABSTRACT

STRATEGY TO WIN PT. TRIATRA SINERGIA PRATAMA FOR GUIDE PRODUCT NEW DEVELOPMENT TO CUSTOMER “PT. XYZ” SITE OPERATION TIMIKA AREA

By

Resan Bnagus Candra Sulistiyar
Edi Sofyan, B.Eng., M.Eng., Ph.D, Advisor
Dena Hendriana, BSc., S.M., Sc.D, Co-Advisor

SWISS GERMAN UNIVERSITY

One of PT Triatra's big customers at the Timika site operation is PT Freeport Indonesia with a revenue contribution of 66% compared to other customers. In the Timika site operation area, customers who have never made transactions with Triatra include PT XYZ. Even though PT XYZ is a customer with a very large opportunity demand for product parts & fabrication that can be explored further. PT XYZ is a company engaged in the transmission & Power Plant in the mining area. PT XYZ is part of PT Freeport Indonesia, which is a reliable and adequate power plant and transmission facility to supply copper and gold mining energy. PT XYZ has a Diesel Power Plant located in Highland (mill 74) and in Lowland (mill 32), and then a Steam Power Plant in the Lowland area (Port Site). PLTD and PLTU generation systems are very complex, which requires very high maintenance support. With the existence of high maintenance support, it creates opportunities for demand parts and fabrication that are very varied to be carried out. Market Size product development parts and fabrication at PT. XYZ reached 37 bios that could be approach. The current condition is that the fabrication or product development work is carried out by PT XZY itself and several partner vendors. Therefore, PT Triatra currently needs a strategy to win the product development parts & fabrication competition at PT XYZ.

Keywords: Sales, Strategy, Customer, Pains, Gains, Market.

© Copyright 2024
by Resan Bagus Candra Sulistiyar
All rights reserved

DEDICATION

Alhamdulillah, all praise to Allah SWT who has given the abundance of His mercy and grace upon me, so that I can do it complete this thesis. This thesis is the first step towards further success, for that I want dedicates this work to:

1. My little family who has accompanied me in the process.
2. Swiss German University, where I studied.
3. Beloved company, PT. Triatra Sinergia Pratama (United Tractors Group).
4. My Nation and Country, Indonesia.

ACKNOWLEDGEMENTS

Alhamdulillah for the presence of Allah SWT who has given His grace, guidance and grace so that the writing of this thesis report can be completed. The preparation of this thesis could not be separated from the help of various parties. Therefore, on this occasion I would like to thank:

1. Mr. Dr. Ir. Maulahikmah Galinium, S.Kom., M.Sc as Dean of the Faculty of Engineering & Information of Technology Swiss German University.
2. Mr. Edi Sofyan, B.Eng., M.Eng., Ph.D as advisor, thank you for your patience and suggestions given and willing to be a companion and guide with all my heart in working on this thesis until completed.
3. Mr. Dena Hendriana, BSc., S.M., Sc.D, as co-advisor, thank you for your patience and suggestions given and willing to be a companion and guide with all my heart in working on this thesis until completed.
4. Lecturers and all staff at Swiss German University, thank you for the knowledge and support you have provided so far.
5. My proud MME colleagues, thank you for your solidarity, support and togetherness. Enter together, graduate together, success for all of us.
6. Alma Mater Faculty of Engineering & Information of Technology Swiss German University that I am proud of, thank you for paving the way for me towards the future.
7. Fantastic 4 MME SGU Tanjung Enim (Mas Abid, Mas Kiki, Mas Oktavio), thank you for all your support and togetherness.
8. The company I work for is PT Triatra Sinergia Pratama. Thank you for your support and freedom in conveying thoughts and ideas for the sustainability of the company in the future.

9. My Best Team (Marketing & Supply chain Timika)
10. My parents who always pray for me and always support me.
11. My wife, Desty Kurnia Wulan Anggraeni and my beloved children, Kirana & Kafqiyas, thank you for your support and prayers all this time. I love you all.

TABLE OF CONTENTS

	Page
STATEMENT BY THE AUTHOR.....	2
ABSTRACT.....	3
DEDICATION.....	5
ACKNOWLEDGEMENTS.....	6
TABLE OF CONTENTS.....	8
LIST OF FIGURES	10
LIST OF TABLES.....	11
CHAPTER 1 - INTRODUCTION.....	12
1.1 Background.....	12
1.2 Research Problem	15
1.3 Research Objectives.....	15
1.4 Significance of Study.....	15
1.5 Research Questions.....	15
1.6 Hypothesis.....	15
CHAPTER 2 - LITERATURE REVIEW	16
2.1 Value Proposition.....	16
2.1.1 Customer Segment (Right Side)	16
2.1.1 Value Proposition (Left Side).....	17
2.2 Selling	18
2.2.1 The Nature of Selling	18
2.2.2 The Nature of Selling	19
2.3 Personal Selling	20
2.3.1 Face-to-face	21
2.3.2 Telemarketing.....	21
2.3.3 Personal Selling Process.....	22
2.4 Deductive Review	24
2.4.1 Business Strategy.....	24
2.4.2 Marketing	26
2.4.3 Marketing Strategy	26
2.5 Business Model.....	43
CHAPTER 3 – RESEARCH METHODS	45
3.1 Research Flow.....	45
3.2 Business Model Canvas	46

3.3 Plan	49
3.3.1 Defining the Problem and Situation Analysis	49
3.3.2 Identification of Problems	51
3.3.3 Identification of Problems	53
3.4 Do.....	56
3.4.1 Finding Ideas & Alternative Strategy.....	56
3.4.2 Validation & Adjustment	57
3.4.3 Evaluate & Select best Strategy	59
3.5 Check	62
3.6 Action.....	62
CHAPTER 4 – RESULTS AND DISCUSSIONS.....	63
4.1 Implementation & Strategy.....	63
4.2 Activity Strategy Implementation.....	65
4.2.1 Create a journey planner & monitoring visit report	65
4.2.2 Executing Journey Planner, collaborating Sales After consultant with Engineering team.....	66
4.2.3 Involving the head office support team & project standardization monitoring	67
4.2.4 Create Management monitoring of WIP & Raw material fabrication data base	69
4.2.5 Maintain good relationships with customers, create a non-technical and informal approach.....	70
4.3 Evaluation Strategy Implementation.....	71
CHAPTER 5 – CONCLUSIONS AND RECCOMENDATIONS.....	77
5.1 Conclusions.....	77
5.2 Recommendations.....	77
REFERENCES	78
CURRICULUM VITAE.....	80

LIST OF FIGURES

Figures	Page
Figure 1.1 Maps of Site Operation & Site Representative Area.....	12
Figure 1.2 Percentage Revenue PT Triatra Sinergia Pratama by Custsomers.....	13
Figure 1.3 (a) Diesel Power Plant (Highland) (b) Steam Power Plant (Lowland)	13
Figure 2.1 Value Proposition	16
Figure 2.2 Level Of Business Strategy	25
Figure 2.3 Marketing Mix 7P.....	33
Figure 2.4 SCOR Model	37
Figure 2.5 Component of a Business model	44
Figure 3.1 Research Flow Process	45
Figure 3.2 Business Model Canvas.....	48
Figure 3.3 SIPOC Colom Model	50
Figure 3.4 Collaboration visit customer with Engineering Team.....	67
Figure 3.5 Follow up progress drawing by Engineering Team (a) adapter mufler (b) heat insulation	67
Figure 3.6 Collaboration meeting between Team Site & Team Head Office with Customer	68
Figure 3.7 Implementation & running data based monitoring WIP & Raw material product development.....	70
Figure 3.8 create a non-technical and informal approach (a) having dinner together, (b) doing sports (golf) together	71
Figure 3.9 Chart Purchase orders.....	74
Figure 3.10 Chart Purchase orders by project.....	75

LIST OF TABLES

Table	Page
Table 1.1 Market Size & Market Share product development parts & fabrication PT. XYZ.....	14
Table 3.1 Timeline activity	51
Table 3.2 4C Analyst for Project	52
Table 3.3 4C Analyst with SWOT Analyst	55
Table 3.4 Finding Ideas by SWOT Strategy	57
Table 3.5 Factor 4M Analysis.....	58
Table 3.6 Selected strategy implementation	60
Table 3.7 Implementation strategy with 5W 1H.....	63
Table 3.8 Journey planning visit report	65
Table 3.9 Customer visit report	66
Table 3.10 Project monitoring data.....	69
Table 3.11 “Before & after” result strategy implementation.....	72
Table 3.12 Remarks Purchase Order done received & pending received.....	75