

**STUDY OF AFTER SALES SUPPORT ENHANCEMENT AT A LEADING
HEAVY EQUIPMENT COMPANY**

By

HARDIYUANA

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

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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.

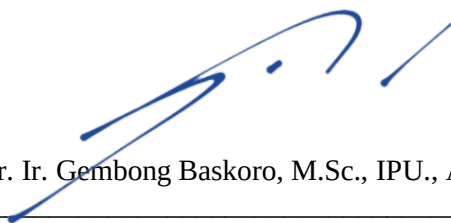


Hardiyuana

Student

Date

Approved by:



Dr. Ir. Gembong Baskoro, M.Sc., IPU., APEC Eng.

Thesis Advisor

Date

Dr, Dwityapoetra S. Besar, SH., MIA

Thesis Co-Advisor

Date

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

Dean

Date

Hardiyuana

ABSTRACT

**FEASIBILITY STUDY: ENHANCING AFTER SALES SUPPORT AT
PT UNITED TRACTORS**

By

Hardiyuana, Student

Dr. Ir. Gembong Baskoro, M.Sc., IPU., APEC Eng, Advisor

Dr. Dwityapoetra S. Besar, SH., MIA, Co-Advisor

SWISS GERMAN UNIVERSITY

Coal mining business continues to increase amid regional and global policies related to carbon emissions that continue to be voiced by the Indonesian government. On the other hand, large customers are still trying to increase production by opening new concessions or expanding the scope of their work area. To keep pace with this business growth, PT United Tractors as a distributor of heavy equipment continues to strive to improve product support in customer concession areas in order to provide easy access to both unit needs, spare parts and unit repair services. In this research will conduct an in-depth analysis related to the feasibility study of supporting infrastructure in the form of offices and warehouses with a methodology of calculating Net Present Value (NPV), Pay Back Period, Internal Return of Rate (IRR), profitability index and evaluation of project implementation so that it can provide comprehensive learning and added value for all stakeholders. In the other hand it will make easier for management to provide support of development necessary infrastructure in order to support site operations and improve after-sales service. This research uses DMAIC methodology (Define, Measure, Analysis, Improve and Control) as a guideline in running this project.

Keywords: Feasibility Study, Net Present Value, Payback Period, Internal Rate of Return, Profitability Index, DMAIC.

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DEDICATION

I dedicate this thesis to my beloved parents who have given birth to me, taken care of me, raised me, educated me since I was a baby until now. Your support is peerless by never getting tired and desperate always look tough in every situation and any condition. Hopefully this small work will provide pride & happiness for you so that you will always be healthy and live a long life always.

I also dedicate this thesis to my beloved wife and dear children who have been a motivation and provide extraordinary enthusiasm in navigating a life full of joy. You are angels who always take care of me, so it always feels comfortable when happy and sad. And you always provide the right ways to provide entertainment every time you face unpleasant conditions.

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