

CHAPTER 1- INTRODUCTION

1.1 Background

PT Triatra Sinergia Pratama operates as a subsidiary of PATRIA and is affiliated with Astra (Part of AHMCE – Astra Heavy Equipment Mining Construction & Energy). Its mission is to provide top-tier service and engineering solutions to generate sustainable value and enhance customer productivity. Triatra's business encompasses the domestic and international distribution of PATRIA and ULTRA products, including units, parts, components, and services. Additionally, Triatra serves as the authorized distributor for esteemed brands such as Powerscreen, Terex, Westernstar, Kovatera, AllightSykes, MB, and others.

Triatra is supported by 5 Site Operations & 9 Site representatives, one of which is Site Operation Timika. Site Operation Timika is the only operational support site in Papua. Site Operation Timika supports spare parts, service, fabrication and remanufacturing products supported by qualified facilities. Product support that is currently being promoted is new product development for parts and fabrication with design & engineering processes.



Figure 1.1 Maps of Site Operation & Site Representative Area

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.

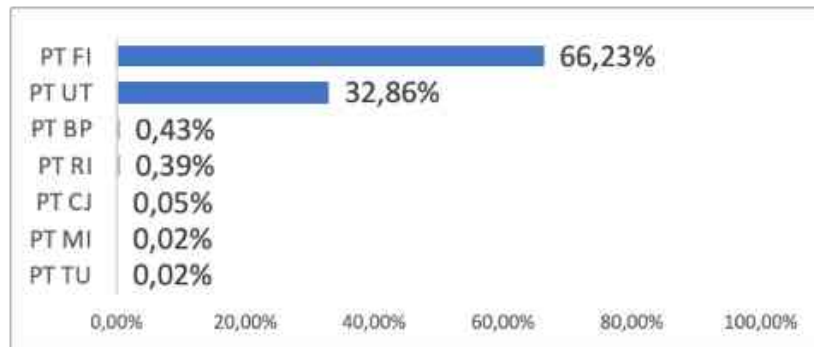


Figure 1.2 Percentage Revenue PT Triatra Sinergia Pratama by Custsomers

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). This is an important step considering the location of the mine is far from the public electricity network.



Figure 1.3 (a) Diesel Power Plant (Highland) (b) Steam Power Plant (Lowland)

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. We can observe the demand opportunity at PT XYZ from upstream to downstream. For Power plant work area systems starting from Engine Parts, Rotors, Generators, Cooling systems, Lubricating systems, Fuel Systems, Piping, Intake exhaust fabrication, Brackets, Radiators, and others.

Table 1.1 Market Size & Market Share product development parts & fabrication
PT. XYZ

No	Work Area	Project	Business	Market Size	Market Share
1	Colling System	Core Radiator	Parts Fabrication	5.302.400.000	662.800.000
2	Colling System	Colling Tower System	Parts Fabrication	9.556.157.340	4.778.078.670
3	Exhaust System	Muffler and Silencer	Parts Fabrication	7.600.000.000	3.800.000.000
4	Exhaust System	Adapter muffler	Parts Fabrication	3.150.000.000	1.575.000.000
5	Exhaust System	Heat Insulation	Parts Fabrication	2.867.001.246	1.433.500.623
6	Distribution	Transformator	Part	1.105.000.000	221.000.000
7	Part Electrical	LED Lamp	Part	6.500.000.000	650.000.000
Total				36.080.558.586	13.120.379.293

Market Size product development parts and fabrication at PT. XYZ reached 36 bios that could be approach. In accordance with the planning forecast information obtained from customers, market share target of 13 billion can be determined (36% from market size). However, in current conditions, 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.

1.2 Research Problem

There has been no transaction at PT. XYZ, while in terms of market size opportunity that can be approached 36 Bio for 1 year.

1.3 Research Objectives

Make strategic analysis to win guide market new customer in competition with the support of the Company's internal facilities in product development & fabrication.

1.4 Significance of Study

PT XYZ has a large opportunity demand, but PT Triatra Sinergia Pratama has not been able to make an approach, so the strategy to win this competition is important. The while others vendor has been transaction with PT. XYZ.

1.5 Research Questions

Question #1: How to create the best sales strategy to new customers?

Question #2: With the best sales strategy, how much increase sales will get from PT. XYZ?

Question #3: What (gains) benefits do customers expect and need? And (pains) what risks are avoided by customers?

1.6 Hypothesis

Hypothesis #1: With having an appointed Person in Charge, creating good relationships with customers, it can increase confidence to start market penetration.

Hypothesis #2: By knowing the pains and gains of customers, it will represent good market penetration.