ABSTRACT

DESIGNING A NUMBER OF SALES MARKETING USING SALES POTENTIAL METHOD OF STILL AND CUNDIFF ON CV YUDHISTIRA BANDUNG PROBLEM

By : Asep Ridwan
Under Supervision : Drs. Suharmadi S, Dipl. Sc.,M.Phil
   Dra. Nuri Wahyuningsih, M.Kes

CV Yudhistira is one of the producing and publishing company textbook for primary to high school level. Owing to the ever increasing companies of the same product, tight competition will appear in this industry. One of the methods for the company which enables to survive is to use efficiency in the whole unit in this company. One of the aspects influencing in the publishing textbook is the presence fields of the sales marketing. This sales marketing needs a proper management to enable the calculation of the number of the sales marketing needed. Generally, to calculate the number of sales marketing branch manager merely applied their experiences and intuitions. The company does not have the proper method in calculating the number of sales marketing and the number of books allocated into the branch companies is also serious problem in influencing efficiency. Generally, the branch manager calculates the number of books ordered merely based upon the branch market share. The allocation of books are not based upon the optimal principal. Accordingly, most of the manager are using the applications method to increase companies skills. Such methods are applied through the number of books allocated into the branch using Forecasting Exponential Smoothing by Winter and then to enable the calculation of the number of sales marketing based upon the Sales Potential Methods. Using such application sales target may be obtained by the branches up to 20.55% compare with the program by the marketing division, and the number of sales marketing is needed to execute the sell based upon the forecasting target up to 19 persons, while the number of sales marketing is needed based upon the result of the sales forecasting realisation up to 12 persons.