REDESIGN OF DIRECT SELLING XL MEDIUM

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ABSTRACTION

The fast rising development of cellular provider product in Indonesia now forces all providers to sell their product creatively. One of the cellular provider is PT. Excelcomindo Pratama (XL) which has used mobile promotion strategy, that is Direct Selling XL. It is a good way to distribute XL products to any cellular shop by using motor which has been marked with XL image. It is a penetration for promoting XL product, because all this time XL has done brand image on motor to distribute the products, merchandise nor staterpack.

Usage intensity of Direct Selling is used in everyday with one motor in a day to send XL product to cellular shop. During the operation, motor of Direct Selling has found many obstacles in keeping product and securing product, and also the safety of canvasser (rider). In Spreading(product distribution to cellular counter) and Selling School to School (outdoor selling in school). As for that reason, it is a need a distribution tool which can fulfill the need in every products, safety, and pleasure in riding motor.

The method which used in this research is collecting data by doing interview with XL about Direct Selling strategy and by using quitionare giving to customer.

The result is there is Direct Selling XL distribution tool as bringing tool to carry XL product when there is Spreading program and there is display tent for Selling School to school program.

Keywords : distribution, selling, outdoor, image