LIGHT TRUCK TOYOTA DYNA
MARKETING PERFORMANCE IMPROVEMENT WITH
LEAN THINKING APPROACH AND REGRESSION ANALYSIS
AT PT. AUTO2000, WARU-SIDOARJO

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Abstract

PT. 2000 Auto Waru-Sidoarjo is one of the largest distributor of light trucks Toyota Dyna with a capacity of 2 tons. One goal of this company is the market leader in the automotive business with number one in sales volume. Based on sales data PT. Auto2000 in 2009, the target sales to be achieved of about Rp 161,878,909,000 while total sales could reach about Rp 167,890,918,000. But in terms of marketing costs, the company experienced over budget. Target marketing costs in 2009 was Rp 16,673,527,627, while in reality the total marketing costs to swell to Rp 18,170,100,701. In fact, the company is expected to reduce marketing costs so that profit companies remained high. Therefore we need a study on PT. Waru-Sidoarjo Auto2000 to address the above problems is by keeping a remedial alternative is expected to increase total sales of the company but with the cost of marketing the same with the previous period or by reducing marketing costs. Quality improvement method used is Lean Thinking. Tools that are used to improve the quality of the concept of Lean is the Service Blueprint, 7-Waste, Root Cause Analysis, Failure Mode and Effect Analysis, Regression Analysis, and Value Concept. The result showed that there is waste overproduction in the marketing process. In order to overcome those mentioned waste, it is suggested to use the improvement alternative plan by making a CD Presentation, training salespeople, and promotion to the print media and radio.

Keywords: lean marketing, service blueprint, regression, 7 waste