

Mengumpulkan Informasi dan Meramalkan Permintaan

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5 Topik Pembahasan

1. Components of a modern marketing information system
2. Internal Records
3. Marketing Intelligence System
4. Analyzing the Macroenvironment
5. Forecasting and Demand Measurement

1. Components of a modern marketing information system

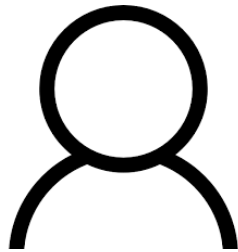




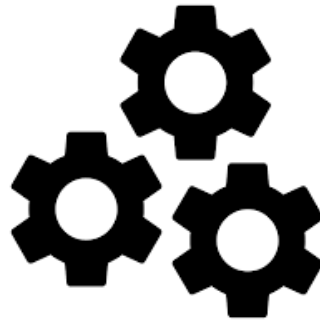
Marketing Information System (MIS)

Sistem informasi pemasaran terdiri dari pengguna, peralatan, dan prosedur untuk mengumpulkan, mensortir, menganalisa, mengevaluasi, dan mendistribusikan informasi yang dibutuhkan kebutuhan pada waktu yang tepat secara akurat untuk para pembuat keputusan pemasaran

Marketing Information System



- Pengguna -
People

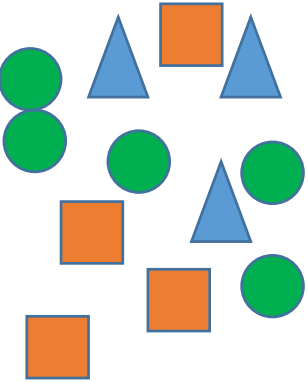


- Alat -
Equipment

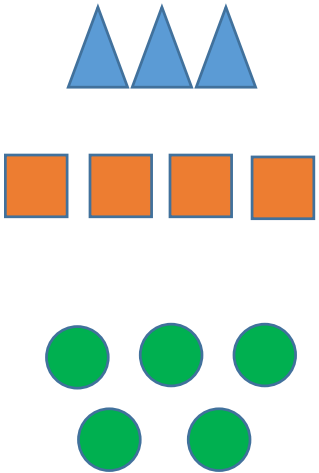


- Prosedur -
Procedure

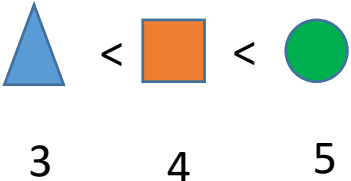
Marketing Information System



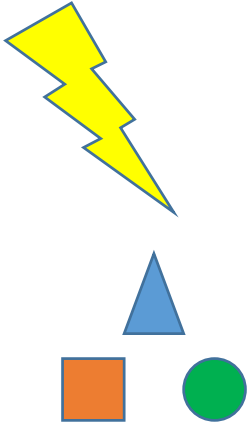
Gather



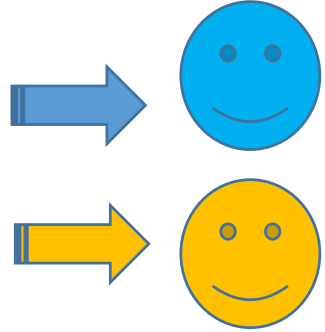
Sort



Analyze



Evaluate

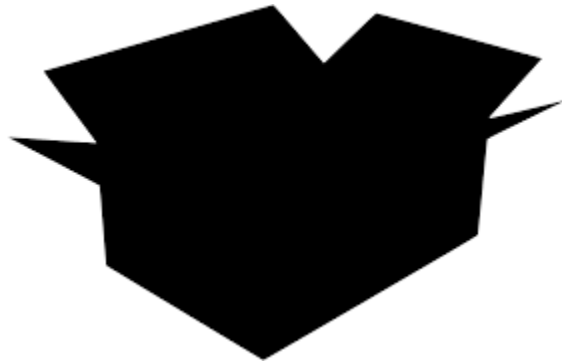


Distribute

2. Internal Records



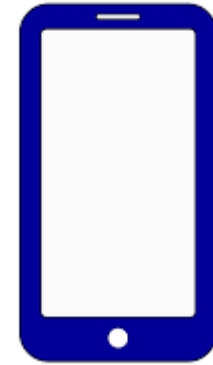
Internal Records



- **The Order-to-Payment Cycle**—send orders, prepares invoices, transmit copies to various departments, and back-orders out-of-stock items



- **Sales information system**—timely and accurate reports on current sales



- **Databases, warehousing, data mining**--customer, product, and salesperson and combine data from the different databases.



3. Marketing Intelligence



Marketing Intelligence

- a set of procedures and sources that managers use to obtain everyday information about developments in the marketing environment.
- The internal records system supplies *results* data, but the marketing intelligence system supplies *happenings* data



Langkah untuk Meningkatkan Marketing Intelligence

- **Train sales force to scan for new developments** (make intelligence gathering important to salespeople)
- **Motivate channel members to share intelligence** (hire specialists to gather marketing intelligence—mystery shoppers)
- **Network externally** (purchase competitors' products; attend open houses and trade shows; read competitors' published reports; etc.)
- **Utilize a customer advisory panel** (representative customers or company's largest customers)
- **Utilize government data sources** (U.S. Census data, etc.)
- **Collect customer feedback online** (online customer review boards, discussion forums, chat rooms, and blogs)
- **Purchase information** (A.C. Nielsen Company and other information sources)



Secondary Commercial Data Sources

- **Nielsen**—data on products and brands sold through retail outlets, supermarket scanner data, television audiences.
- **MRCA (Medium Resolution Coverage Area)**—data on weekly family purchases of consumer products, and home food consumption.
- **Information Resources**—supermarket scanner data and data on the impact of supermarket promotions.
- **SAMI/Burke**—reports on warehouse withdrawals to food store in selected market areas and supermarket scan data.
- **Simmons**—annual reports covering television markets, television markets, sporting goods, and proprietary drugs with demographic data by sex, income, age, and brand preferences.
- **Arbitron**—selling data to subscribers.



Mengumpulkan Marketing Intelligence dari Internet

- Forum independen konsumen
- Website distributor atau sales agent
- Website Review pelanggan dan Opini ahli
- Website Komplain konsumen
- Public blogs

4. Analyzing the Macroenvironment



Needs and Trends

- **Fad**—tidak terprediksi, singkat tanpa pengaruh social, economic, dan political.
- **Trends**—petunjuk atau rangkaian keadaan yang memiliki momentum dan daya tahan.
- **Megatrends**—perubahan besar pada sosial, economic, political, dan teknologi

Environment

- Demographic
- Economic
- Socio-cultural
- Natural
- Technological
- Political-legal



Demographics Environment

- Population growth
- Population age mix
- Ethnic markets
- Educational groups
- Household patterns

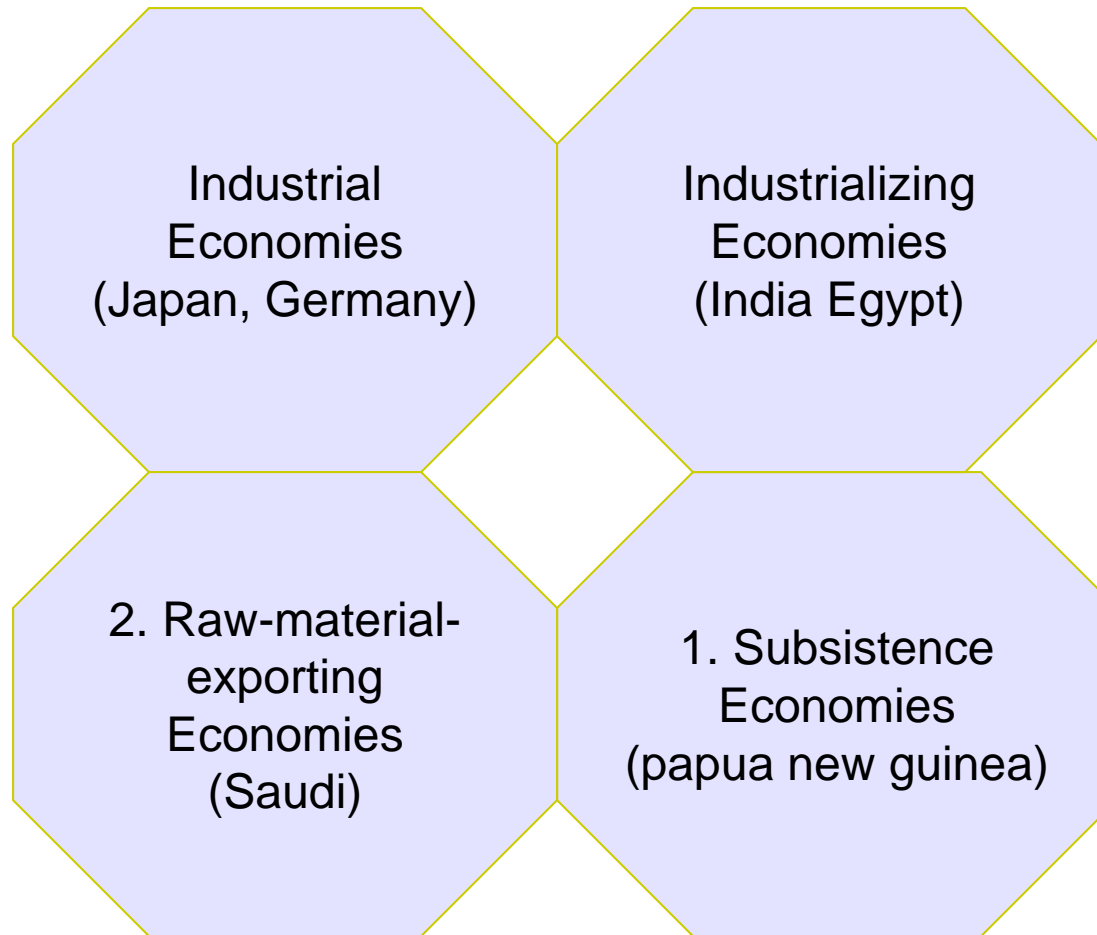


Economic Environment

- Consumer Psychology
- Income Distribution
- Income, Savings, Debt and Credit



Jenis Struktur Industri



Social-Cultural Environment

- **Pandangan terhadap diri** (pleasure seeker, self-realization, etc.)
- **Pandangan terhadap sesama** (concern about homeless, crime, victims, social surrogates—television, home video games, etc.)
- **Pandangan terhadap organisasi** (company downsizing and corporate accounting scandals, etc.)
- **Pandangan terhadap masyarakat** (defend society—preservers; run it—makers; can get from—takers; change it—changers; looking for something deeper—seekers; leave it--escapers)
- **Pandangan terhadap alam**(nature's fragility and finiteness)
- **Pandangan terhadap semesta** (religious, etc.)



Natural Environment

Kekurangan bahan baku

Peningkatan biaya energi

Tekanan anti-polusi

Perlindungan pemerintah

Technological Environment

Perubahan cepat

Peluang inovasi tak terbatas

Anggaran R&D yang beragam

Peraturan terhadap perubahan teknologi

Political-Legal Environment

Peraturan bisnis

Pertumbuhan kelompok
dan kepentingan khusus

5. Forecasting and Demand Measurement

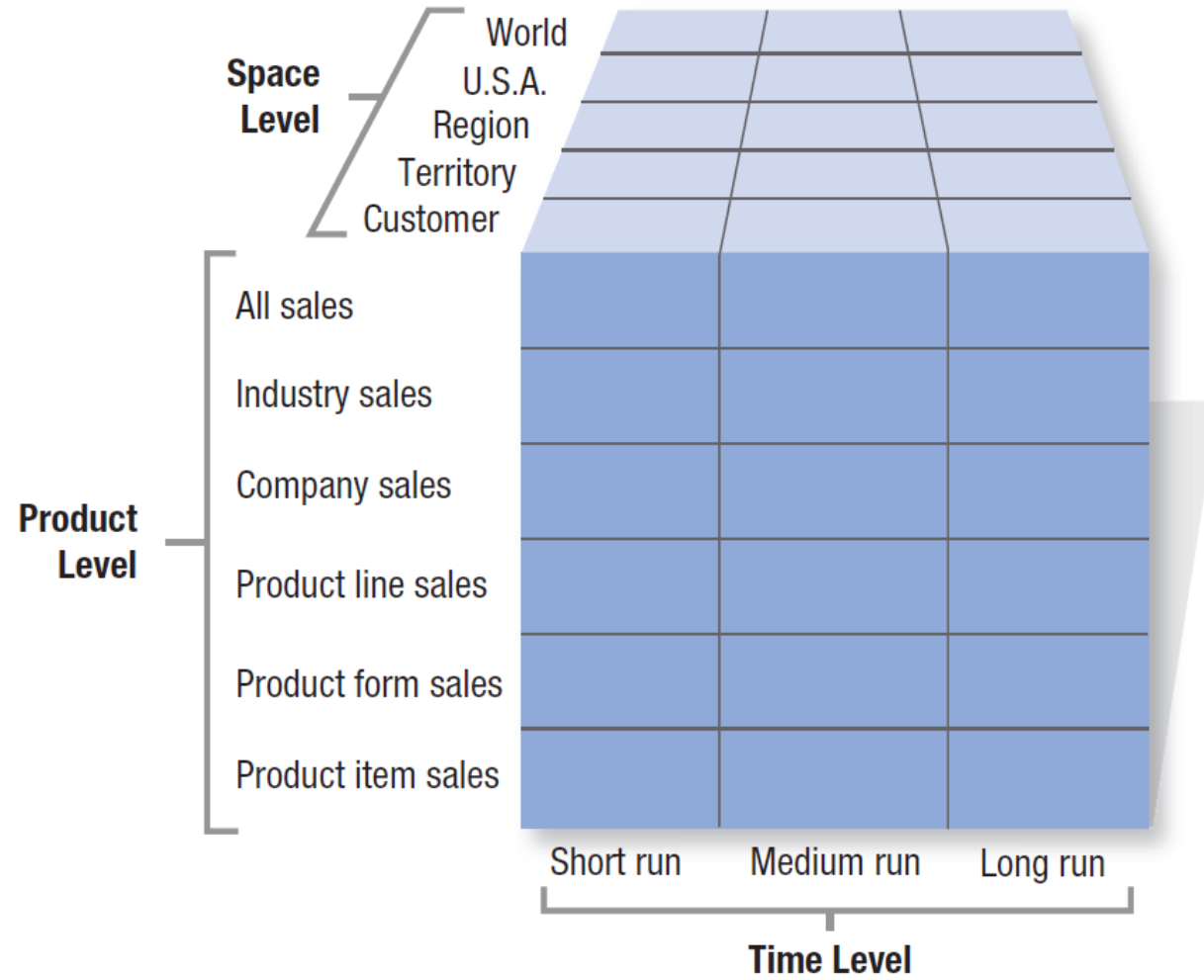


Menghitung Permintaan Pasar

- The **potential market** is the set of consumers with a sufficient level of interest in a market offer. But, their interest is not enough to define a market unless they also have sufficient income and access to the product.
- The **available market** is the set of consumers who have interest, income, *and* access to a particular offer. The company or government may restrict sales to certain groups; a state might ban motorcycle sales to anyone under 21.

| Fig. 3.1 |

Ninety Types of Demand Measurement (6 × 5 × 3)





Istilah terkait Perhitungan Permintaan

- **Market demand** for a product is the total volume that would be bought by a defined customer group in a defined geographical area in a defined time period in a defined marketing environment under a defined marketing program.
- Market Share, Market Penetration Index
- **Market Forecast:** Market Demand related to Level of Industry Marketing Expenditure
- **Market potential** is the limit approached by market demand as industry marketing expenditures approach infinity for a given marketing environment.
- **Company Demand, Company Sales Forecast, Company Sales Potential**

Total Market Potential

- maximum sales available to all firms in an industry during a given period, under a given level of industry marketing effort and environmental conditions.

Coca Cola Zero

$$\begin{aligned}
 \text{Demand for the new light beer} &= \text{Population} \times \text{Personal discretionary income per capita} \times \text{Average percentage of discretionary income spent on food} \\
 &\times \text{Average percentage of amount spent on food that is spent on beverages} \times \text{Average percentage of amount spent on beverages that is spent on alcoholic beverages} \\
 &\times \text{Average percentage of amount spent on alcoholic beverages that is spent on beer} \times \text{Expected percentage of amount spent on beer that will be spent on light beer}
 \end{aligned}$$

Menghitung Area Market Potential

- Market-Buildup Method -> B2B , List all potential buyers
- Multiple-Factor Index Method -> Consumers Market (not single index)

Level income (bobot 50%)

Penjualan retail (Bobot 20%)

Populasi (Bobot 30%)

*brand development index (BDI):*how well a brand performs in a market, compared with its average performance among all market



Estimating Future Demand

- Surveys of Buyers Potential
- Composite Sales Force Opinion
- Expert Opinion
- Past Sales
- Market-Test Method (percobaan peluncuran produk)



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Lecturers



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