Analysis of Segmenting, Targeting, Positioning and Marketing Mix Strategies on the Yonly Glass Processor and Application GlassBusiness Plan.

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Abstract: At the time of the corona pandemic conditions, the limitations of community activities do not make the activity stop, where all activities are completed online. The impact influences the needs of renovation and improvement of houses and increased construction and building on various private and government projects. This increase in activity impacts the progress of construction materials and facilities such as sheet glass both locally and from imports. This increase becomes an opportunity by Yonly Glass where it is necessary to create and plan a marketing strategy, especially is a marketing strategy that must follow pandemic conditions to remain competitive.To implement its marketing strategy, the company implements the marketing strategy. Yonly Glass, as a company engaged in Glass Processors and Applications, needs to have a good marketing strategy to be still able to compete with competitors. In this research, the qualitative method describes Yonly Glass's marketing strategy with measurements using segmenting, targeting, positioning, and marketing mix. The results of this study show that the segmenting, positioning, targeting, and marketing mix strategies run by Yonly Glass can be run in pandemic conditions so that the company can remain competitive and benefit from the implementation of this strategy.

Keywords: Marketing Strategy, Segmenting, Targetting, Positioning, Marketing Mix, NICE, Business Plan.

I. INTRODUCTION

In the current coronavirus pandemic situation, people experience lifestyle changes in Indonesian society, making technology essential. During the pandemic, information technology systems became a significant factor for business continuity (Lilianira et al., 2020). In addition, in the digital era of high mobility becomes a necessity where everything can be done, ranging from ordering food, ordering health services, medicine, and so on, and free delivery services have become a necessity in the face of the busy city of Jakarta (Andayani et al., 2020). The factor of activity limitations also has a significant impact on several industries, one of which is the field of construction, housing, and buildings such as apartments. The phenomenon and changes in lifestyle that increase and all-around instant make apartment development in Indonesia continue to grow (Utami et al., 2020). Some business people begin to look at existing consumer behavior and factors influencing purchasing wants and decisions in marketing a product and service. One way to achieve a company's goals is to know the needs and desires of consumers or target markets and provide expected satisfaction effectively and efficiently compared to competitors (Phillip Kotler and Keller, 2012). So that the products managed by the company will increase along with the satisfaction of consumers towards the product itself.

With the government's start of lowering PSBB, it is believed that the economy would grow and people's buying power would rise, causing the industry to grow again, including the residential property sector, offices, retail malls, industries, and others. The increasing quantity of construction material product needs in construction and building businesses in the community causes stiff competition in attracting new consumers and retaining old consumers. For that, it takes re-buying interest to maintain the senior consumer. To fulfill these two requirements, a strong marketing strategy is needed to stay in the company's business competition so that marketing strategy becomes the right choice. This is seen from theBCI ASIA Survey (2015) w, re the value of building construction in 2016 was 153.08 trillion, decreased in 2017, which was 150.36 trillion, dropped again in 2018, which was 140.51 trillion. After experiencing a decrease for three consecutive years from 2016-2018, the value of building construction increased by 4.9%, 147.77 trillion, and in 2020, again experienced an increase of 2.1%, which is 150.7 trillion. Then the projection in 2021 can increase by 6.7, % which is 160.8 trillion. So, it is estimated that in 2021 the need for construction raw materials, one of which is sheet glass, will also increase.

Yonly Glass is one of the startups of companies engaged in the glass industry with activities to process sheet glass according to the design of the main contractor and the installation (applicator) of glass in its building projects. Yonly Glass is present to provide convenience in serving the needs of glass in the massive demand for high-rise building construction, in this case, the structure of Apartments, Housing, Hospitals, and office buildings throughout Indonesia. In addition, it can also give consumers a choice in determining the needs and services and tariffs that are following their needs and affordable (Lilianira et al., 2020).Yonly Glass also has professional experts in glass processors and glass installation in buildings. To increase effort, segmenting strategies are needed. Positioning and targeting and the marketing mix are proper to increase the company's competitiveness in the competition.

With the application of this marketing strategy, researchers try to make the background of researchers to conduct research entitled**" Analysis Segmenting, Targeting, Positioning and marketing mix on the Yonly Glass Processors and Applications Business Plan" (Case Study on Yonly Glass Business Plan).** This strategy aims to provide information that can help improve marketing performance and provide an idea of how exactly the system is planned. Another goal of the study was to look at the effectiveness of the marketing strategies applied toYonly Glass.

II.   LITERATUR REVIEW

Marketing Strategy

According to the American Marketing Association, as cited byKotler and Keller (2012), describes the definition of marketing is the process of planning and implementing thought, pricing, promotion, and channeling ideas, goods, and services to create exchanges that meet individual and organizational goals. Marketing is a social process that, by processing, one individual and group gets what it needs and wants by creating, offering, and freely exchanging valuable products and services with others(Kotler and Keller, 2012).Strategy refers to various managerial decisions and actions aimed at distinguishing a company from competitors and maintaining its competitive advantage. A company's strategy must match its mission, resources, and environmental circumstance.s Marketing strategy is one that organizations use to provide their target customers with quality products at affordable prices (Daniel, 2018),offer effective promotional strategies, and interact with their distribution outlets, thereby creating demand for their products and improving performance (Gituma, 2017).

Marketing strategies are essentially based on a mixture of human psychology, sociology, and behavioral economic thinking then simplified for broader adaptations in everyday use for managers (Kotler et al., 2020).The process starts with understanding the current market situation and competition, analyzing the most profitable customer groups, and finally adjusting a unique value proposition for that chosen target audience (Kotler et al., 2020).However, as the market matures, creating a unique value proposition for customers becomes increasingly challenging. Therefore the company has developed new engagement models for interacting and engaging with customers on digital channels (Kotler et al., 2020).

Segmenting

Market segmentation is an economic concept. A company separates a market into homogeneous segments based on characteristics such as age, income, region, lifestyle, or behavior, thus resulting inan addressable market (TAM)(Blankand Dorf, 2020).TAM determines the number of potential clients, but this does not mean that they all consume the same way (Kotler et al., 2020). According to researchers (Hassan et al. 2000; Leonidou et al. (2002), the company has adopted a variety of segmentation strategies, ranging from country-by-country design to hybrid strategy, where part of segments is defined globally, and then regional attributes are used to get the most out of components. The foundation for determining alternative segmentation strategies for customer groups is determined by group buying habits and the brand reputation of companies within the group (Kotler et al., 2020). The next stage is to decide the number of segments the organization wants to pursue using methods like cluster analysis (finding similar groups based on features and evaluating them) or segmentation trees (splitting the whole market into user types based on behavior) (Blank and Dorf, 2020). (Blankand Dorf, 2020).Segmentation studies seem to rely too heavily on homogeneous ideologies, and the results are comparable in terms of trial-and-error techniques. If the segmentation results vary depending on the market and situation, it can only be used as a framework and not as a successful repeat approach. Further study of the causality of purchasing segmentation, or why customers buy certain services and belong to a particular customer group, is needed.

Targeting

According to Philip Kotler, there is only one winning strategy. This is carefully determining the target market and directing a superior offering to that target market. Sothe target is to find out how many profitable customer segments a company can target with the budget they have allocated into key marketing activities (Kotler et al., 2020). Therefore, companies need to evaluate the right approach that generates the most profit from the targeted segment (Blankand Dorf, 2020). Companies can use the competitiveness matrix to assess their

offerings (Hunt and Arnett, 2004). Applbaum (2003) highlights that there is no actual formula for evaluating the attractiveness of the target segment, so the selected model needs to be adequately validated. According to Markey et al. (2007), companies should consider targeting customers who are most likely to recommend a product or brand to their friends, and they call it "Target Design." The targeted segment may not be large enough to benefit itself, but the brand's potential and word-of-mouth loyalty (WOM) will make them brand ambassadors (Markey et al., 2007). For this, they also developed a tool for companies to evaluate customer matches as brand ambassadors called Net Promoter Score (NPS). Research on targeting requires sales data or previous customer data and is therefore unreliable when accessing new markets. Calculating the profitability of existing segments and using data in new market segments with different needs are likely to fail or not be as successful as forecasts. There should be more research on the conversion rate of the target group in the segment that the company has specified.

Positioning

Positioning is how to position a company's products in the minds of prospective buyers (Kotler et al., 2020). To create a unique selling point (USP), companies need to understand how the brand of that segment is positioned in the minds of buyers (Keller, 2012). To that end, Keller (2012) created the concept of "Brand Ladder," which consists of 3 levels and further developed by Bolden et al. (2012), from BCG explained there arefour4 classes, the first Attributes, features, or actual specifications offered by the product. Both functional benefits, what benefits the product provides to customers. User experience, speed, or other unique selling points. Emotional help, how the product connects with the customer's daily life. The fourth social benefit, how the product makes customers become better members of society. Companies need to evaluate their Points-of-difference (PODs) against their competitors, separating product brands from competitors (Philip Kotler and Armstrong, 2016).

In addition, Points-of-parity (POPs), which customers expect town-branded products in that product category. To validate POD and POP, companies use positioning and market perception maps they want to enter (Kotler et al., 2020). Once a company finds a USP for the segment, they need to choose the positioning strategy that best conveys the message to customers (Hooley et al., 2016). Research on positioning relies on understanding a consumer's daily life and measuring brand acceptance of product features and benefits. This will likely require the company to have the resources to collect that information regularly. There should be more research done on how reliable brand awareness statistics and benefit measurements are.

Marketing Mix

According to Kotler and Keller (2012), that marketing Mix is a set of marketing tools that companies use to achieve their marketing goals in the target market continuously. On the other hand, there are adjustments to the Marketing Mix, where the manufacturer adjusts the marketing mix elements for each target market. The variables in this marketing mix can be used effectively if arranged following the circumstances and situations that are being experienced in a company.Traditionally, the pillar of marketing is 4P, which stands for Product, Price, Place, and Promotion. However, as customers became moreadvanced, three further 'Ps' were added primarily to the service industry: People, Process,and Physical Environment (Hashim and Hamzah, 2014).A marketing strategy; product, price, place, and promotion is what organizations use to react to market and internal forces that will enable organizations to achieve their goals (Philip Kotler and Armstrong, 2016).

A mixed marketing strategy includes all of a company's responses in ensuring that the target market positively affects the demand for their products. Companies that aspire to meet customer needs should often focus on understanding customers and developing appropriate strategies to improve their performance (Muchiri, 2016).The marketing mix is the best step to consider all operational factors of Arena Corner marketing, and this is because the marketing mix looks in terms of products, services, prices, and location. But in the development of competition today, the marketing mixused by Yonly Glass is 7P. With the use of the 7P marketing mix, it is expected that Yonly Glass can devise a valuable strategy to win the competition. In detail, 7P Yonly Glass marketing mix variables use the product, price, promotion, place, people, physical evidence, and process. From the above definition, understanding of Marketing Mix is mastered and can be used bymarketing managers to influence consumer purchasing decisions.

In addition, the marketing mix for Business to business (B2B) market share can apply the marketing mix by using NICE Marketing strategy (Networking, Interaction, Common Interest, Experience). This strategy is needed to build relationship marketing that focuses on customer relations management (CRM) as one way of marketing to customers who want to increase long-term growth and to attract and retain customers through corporate relationships to customers.

III.   METHODOLOGY

This study uses qualitative research methods where the data obtained by the author through observation, analysis of documents, and records or analysis of reports are used as a basis in the calculation of his research

(Susanti et al., 2020). The sample and population in this study used interviews and data processing obtained from Yonly Glass sources with segmenting, positioning, and targeting measurements and collection of Nice Mix marketing data obtained. Furthermore, the analysis is processed and translated into the results of this study.

IV. RESULT AND DISCUSSIONS

The outline of the method used by Yonly Glass in winning competition with the data gathered by the author via observation, analysis of documents and records, or analysis of reports is used as a foundation in the computation of his investigation in this study using qualitative research methodologies, based on the results of the implementation of marketing strategies carried out by researchers. Competitorswithsegmenting, targeting, and positioning marketing strategies and implementing excellent Mix Marketing strategy, then outline the results that are implemented asfollows.

Segmentation (Market Segmentation)

The step and strategy taken in determining segmentation are to group Yonly Glass market segmentation based on Geography and Demographics.

Geographical

Yonly Glass focuses on marketing glass to urban areas in Indonesia, especially in Jabodetabek. This is due to the increasingly rampant construction of tall buildings in urban areas. So that the market segmentation that we do is to focus on the urban areas of each city and province in Indonesia, especially around Jabodetabek, in the short and medium-term, so that glass processor and glass applicator services products are marketed by the company run effectively.

Demographics:

In terms of demographic factors, Yonly Glass markets glass processor service products and special glass applicators to BusinesBusinessconsumers, namelymain contractor high rise buildings.A high-rise building(tall building) here is a building that has a height of more than eight layers or floors (Perda DKI in 1991). The company is still targeting the conventional building not yet on the green building for this tall building. This is because customers who run traditional buildingshave the potential to use our products/services more.

Targeting

Marketing Yonly Glass targets effective and efficient marketing targets to increase the company's profits by focusing on four large main contractorsengaged in the development of high-rise building categories (Hotels, Apartments, and Offices), namely Agung Podomoro, Ciputra Group, Summarecon, and Lippo Group. Here is the data on the distribution of pipeline project fourmajor main contractors(Hotels, Apartments, and Offices) in Indonesia, with the most concentration in Jabodetabek:

Positioning

In this step, Yonly Glass puts the product's position according to the target that has been made, namely marketing glass processors and glass applicator service products in an integrated manner. So, there is a difference from other competing companies both in price and time efficiency. Therefore, the strategy taken is to position service products to be cheaper and efficient with maintained quality.
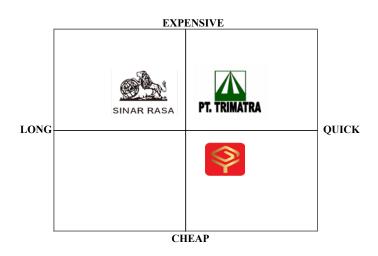

Figure 1 Positioning

Marketing Mix (Marketing Mix) NICE

The marketing mix that is the focus of Yonly Glass as a business that makes the target market of the industry to industry (B2B) is using NICE, namelyNetworking, Interaction, Common Interest, and Experience.

Networking

Networking or business networking is an essential skill for the development of a company's business.Extensive networkingcan make business activities easy, such as gaining new customers or business partners. To that end, Yonly Glass created several activities for the process of building its customized networking.Yonly Glass will join the Building and Settlement Contractors Association (AKGEPI) and the Indonesian National Association of Consultants (INKINDO) to be known by communities related to construction services knowledge development plan of new projects from main contractors. This method is very effective so that the company can get new partners to smooth its business.

Building networkingalso requires habits, so PT Yonly Glass makes social communication practice of the company. This is done by following meetings, seminars, or exhibitions created by the associations mentioned above. Thus, the mental networking relationship of thecompany becomes more muscular. So that the networking activities of PT Yonly Glass are more maximal, then we make a list of communities or consultants who will make partners. To maximize the networking list by choosing the person (consultant and quantity surveyor) who is most influential in the company's sales target purchase decisions.The company also builds strong networks with competitors, customers, suppliers, and other stakeholders, to create strong competitiveness.

Interaction

Glass processor services and glass applicators are business trusts. Therefore, appearance and service in the offices of startup Yonly Glass are significant to be maintained both in the customer's office and at the installation site. The goal is for customers and prospective customers to believe that the startup is managed professionally—interaction s promotion. Promotion is a form of corporate activity to communicate and introduce to the target market.Yonly Glass conductedits first interaction through the website.The websitecontains information about the company's products, service facilities, and virtual tours on the integration system at Yonly Glass Company andnews related to the company's annual achievements. By having a website, Yonly Glass has several advantages. First, introduce the company profile. The company profile is better known to people so that the startup's pro shape is more widely known. Second, it creates a professional effect. Prospective customers will pay more attention and trust companies that already have a website. Third, as a means of indirect sales in finding new customers in large numbers outside the four leading contractorcompanies targeted by Yonly Glass. Fourth, as a means of finding new partners to work with.The websiteopens up opportunities for mutually beneficial cooperation with competitors, suppliers, and investors—tools primary marketing communication through personal sellingon business to business. The embodiment of personal selling is formed in the procurement of salespeople who will get direct supervision from the marketing and sales section of Yonly Glass.

The process of interaction between Yonly Glassand customers can be described as follows. First, get acquainted with prospective customers (decision-makers from customers) both face-to-face and over the phone. Second, visit prospective customers to introduce Yonly Glass service products by sharing and presenting company profile submitting products, conveying product and company images to prospective customers. Third, follow up with prospective customers periodically so that there is a sale. Fourth, close the deal. Fifth, regularly evaluate each customerand prospective customerevery month. In interacting with potential customers or customers, salespeople provide customer service, how they work, attitudes, speech, and best actions to potential customers or customers. Good service to customers is a good promotion for startups such as Yonly Glass. As a service company, word-of-mouth marketing can only be achieved if customers get a satisfying experience of the services offered by Yonly Glass.

Common Interest

Yonly Glass performs price-related activities, and price is a sum of money that customers pay to buy products/services or replace someone's property. Prices include last prices, discounts, payment periods, credit terms, and warranty after work. Common interests or shared needs are the emotional bonds established between customers and marketers to achieve shared values. Yonly Glass will provide a lower price than competitors and provide discounts of 5%-10% depending on the number of purchase volumes from customers to achieve the company's predetermined sales targets.Yonly Glass provides tender or offers processing time only once to potential customers or customers. Usually, the customer takes a tender or offer of approximately six weeks because twice do the tender or receive an offer to get construction services, in this case, from the glass processor itself and the glass applicator itself. Yonly Glass opens the opportunity for tender or offers time to customers shorter than four weeks. With integrating glass processors and glass applicators, the common interest between marketers and customers will provide good benefits to each other.

Furthermore, related to quality or quality is crucial that becomes a benchmark from customers to the results of Yonly Glass's work. A job must be maintained quality or quality to give marketers customer confidence and give the company the ability in industry competition, and customers do not switch. Therefore, Yonly Glass always tries to maintain the quality of its products by conducting quality control to meet the needs and satisfaction of consumers optimally. For that, our company will strive to obtain various eligibility certifications, both ISO 9001: 2015; SNI 15-0131-2006; SNI 15-2609-2006; SNI 15-0048-2005, and certificate of expertise in glass installation power on high rise building projects.

Experience

Satisfied customers are expected to repeat their orders and provide recommendations to others (word of mouth). Customer loyalty is one of the critical assets in creating business and customer profitability. The following is how Yonly Glassmaintains commitment by performing the firstService after the glass installation is completed with a 3-month warranty and responding to each customer within 24 hours during the warranty period. Builda marketing database(Customer Relation Management an essential part of the marketing industry in transacting and building relationships with customers.Yonly Glass will reap the benefits of database marketing by using the database to communicate with customers, such as asking for their level of satisfaction after using the company's products/services regularly and communicating with customers personally. This will result in a closer relationship between customers and the company's products/services. To build a devoted consumer base, use the letter N. Third,providing unique benefits for customers by makingregular visits. Thecompanyprovides entertainmentservices and free consultation to its customers to increase productivity following the user's final needs. The Company also offers special rates for its loyal customers.

V. CONCLUTION

Based on the determination of marketing mix marketing strategy NICEYonly Glass, researchers can conclude that Yonly Glass will use all these strategies to win the competition with similar competitors or Glass Processor and Application Business. In addition, the implementation of the NICE marketing mix will be more focused on networking where relationships will be maintained by utilizing existing digital platforms, in addition to interaction with customers is also strengthened by digitalization. In comparison, common interest will be given promos and discounts and additional benefits for customers so that later an experience that will satisfy customers, with the help of offline customer service channels and digital platforms. This approach is still essential cause markets have not switched, and some have switched to digital communities that have begun to increase, so it is still necessary to use both of these approaches. For Yonly Glass, it is also essential to look at other strategies needed to win the sheet glass industry by increasing innovations related to products, processes, organizations, and business models for the company to always be ready for future market changes (Prasetyo et al., 2019).

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