

## ENHANCING BUSINESS PERFORMANCE FOR CV. COOL CLEAN

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### ABSTRACT

As the globalization era continues to grow, many new businesses are emerging worldwide. Business operations in one country mean failing to capitalize on the added advantage of taking a lot of customers.

The following report will interpret the business operations of a clean cv company, a company that produces wet tissue for gallon mineral water and wet tissue to clean hands in restaurants, the company is located in Indonesia. Because this company has been very successful in their home country, and we from the students will make this company more known throughout Indonesia, especially in Sumatra Kalimantan and Sulawesi.

To do so, we will create a marketing plan for CV COOL CLEAN, based on an in-depth analysis of the company's background, vision, mission and organizational structure. Also, we will assess the company's readiness to do domestic marketing which I think is lacking for eastern Indonesia. Finally, we will provide suggestions on how to successfully develop and implement international marketing, to enter the market in parts of Indonesia.

In general, our report aims to drive cool clean companies to a successful path for further development and we believe that our marketing plan will allow the company to significantly expand their business.

**Keywords:** *wet tissue, hotel, catering, tour, bus, hospital, health, clean, hygienic*

## **1. COMPANY PROFILE**

Our chosen company engages in manufacturing, sales, distribution, and packaging of TISSUE WET or by the term al Wet tissue. It is also known as tissue sanitizer, cologne tissue, refreshing tissue, moist towelette, tissue bottles, wipes Galo and etc. Using the type of equipment that the company has and good possession of high technological instruments, the company is able to produce hygienic tissues with the essence of management of the company by giving priority to a hygienic and quality product and price selection that can compete with other competitors.

The production of the company participates in active roles whereby maintaining a friendly environment is utmost important. The waste acquired during the process of making the wet tissue can be recycled, thus making the production of the wet tissues an environmental friendly process. The liquid uses standard FOOD GRADE with existing experience that we are looking forward to working together with various parties to create a better future.

With the increasing number of gallons of drinking water required for the usage of our society, Cool Clean produces bottle neck tissues that are used to clean water by removing gallons of dust and bacterias before the gallons are poured into the dispenser or ceramic place. The demand for this product by the society will ensure that the cleanliness of the modern society comprehends both in urban and rural states of the country. This is also to enable a good protection against dirt particles like dusts and bacterias based on the excessive use of water which then requires the people there to use the wet tissue as a substance required for daily life purposes.

### **1.1 Current Situation**

Our chosen company's product, Cologne Tissue "CoolClean" provides various types of tissue with the highest quality supported by good quality materials and workmanship in a professional and hygienic environment. In addition, with the flagship of production towards the Bottle Tissue CV Cool Clean, the company also accepts special orders for other purposes in terms of logo subscribers such as:

- Promotion trademark
- Reception / Birthdays
- Night Bus
- Bureau of tour / Travel
- Trains / Ships
- Hotels
- Flight
- Hospitals
- Restaurant / Catering
- Etc.
- License:
- Cool Clean Wet Tissue for Restaurant & Catering
- Cool Clean Cleaning Tissue Gallon
- Cool Clean Wet Tissue for Transport & Travel

**Manufacture of tissue engineering:**

1. Using the full automatic machine without a touch of the hand.
2. Manual

**Tissue packing material:**

Plastic OPP

Aluminum Foil, White and Silver color available

Paper we use international quality with features:

- Not hairy.
- Not easily torn.
- No side effects or negative impact on the skin / face.
- Bleach paper does not use chemicals that contain toxins.
- The liquid used to clean the neck gallon food grade
- Paper we use is not owned by companies other tissue in Indonesia.
- Cool Clean Tissue product with no brand subscribers in common use:
- Sanitizer tissue
- To clean the neck of gallons of mineral water among other companies use refill drinking water
- Cologne tissue

**Serving tissue with customer logos, including:**

Sanitizer tissue

Is a tissue to clean the neck of gallons of mineral water.

example: AQUA, VIT, CLUB, ADES, GRAND, NE BALI, NETRAL, NARMADA, MONTOYA, OASIS, etc.

Cologne tissue / Perfumed tissue

It is usually used in scented tissue Tour & Travel services, Aviation, Transportation, Hotel, Restaurant, Catering, etc.

Example: Garuda Airlines, Ikan Bakar Cianjur, Restoran Bima, Restoran Surya, PO. Raya, Sinar Jaya, RM. Sari Bundo, RM. Sederhana Padang, RM. Pak Datuk, Kirana Tour, Widhi Tour, EGA Tour, Nadhita Tour, Catering Bu Masto, Catering Bu Djito, Catering Ny. Wartu, etc.

**Antiseptic tissue**

Tissue is made for the specific purpose Hospital doctors after check patient / antiseptic and pharmaceutical companies to introduce new types of drugs.

Example: RAMSAY Health Care, RS. Citra Medika, SEDROFEN, CEPTIK, CLABAT, etc.

## **1.2 Below information is must so please add in the company profile section**

Website: <http://tissuecoolclean.com>

Full address:

Cool Clean

Raya Candi V - 754 Tidar, Malang

Jawa Timur - Indonesia

Telp +62 (341) 553102, 553103

Fax +62 (341) 553107

Contact Person: Wahyu, Nurhayati

Email:

[info@tissuecoolclean.com](mailto:info@tissuecoolclean.com)

[cool\\_clean\\_mlg@yahoo.com](mailto:cool_clean_mlg@yahoo.com)

[djoko\\_cinkang@yahoo.com](mailto:djoko_cinkang@yahoo.com)

Jakarta branch:

Musirin I / 14, Jakarta Barat

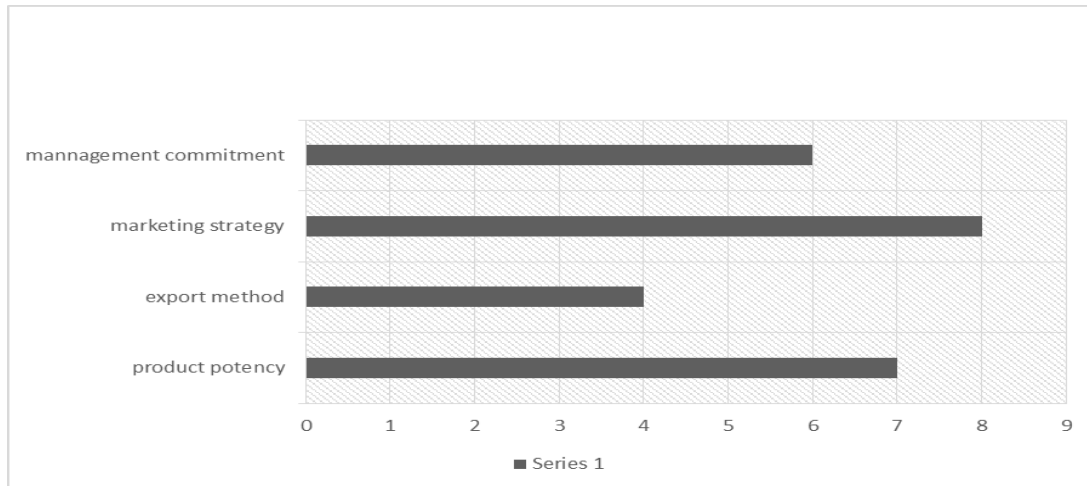
Telp. +62 (21) 5801788, 5811811

Fax +62 (21) 5806172

Contact Person: Tardjo Djokopramono

## **COMPANY READINESS**

### **2.1 Readiness Level Based on CORE (Company Readiness to Export) methods**



**Figure 1. CV cool clean Core Analysis**

## 2.2 Core Analysis

From the diagram above, we can conclude that CV cool clean is still not ready yet to enter the international market. If we put upon the average of the overall score we can see that the average score is above 50%. The highest score comes from the marketing strategy that has a score of 8 because CV cool clean management and their marketing strategy in this country has been covered and also because the marketing sector is still focused on drinking water companies and catering. For the potential of the product, a score of 7 is suitable because they have many clients in the country. For an export, a score of 4 is given because they do not know how to manage and how to go with the choice and knowledge export & import.

## 2.3 Interview Summary

Cool clean net has a high commitment to national marketing and they have potential products to market in the country because their products have characteristics that distinguish them from the quality and the company that makes the wet tissue in this company. But cool net has no partner to help its market abroad and so far only market in Indonesia.

Their market segmentation is based on economy class. Their targets are from the lower middle class to the upper classes because everyone uses their products to clean up gallons of mineral water. Cool clean only reach consumers from Indonesia, especially Java Island which has 2 offices in Malang and in Jakarta. Their customers are very satisfied with the cleanliness and hygiene to clean hands and other objects

The reason behind the idea: My team has an idea to market a cool clean product on an island other than Java and Bali by opening a business opportunity to become a sole representative or distributor on Kalimantan or Sulawesi island. We chose this island because based on our research on the internet, uneven areas better open a special factory area so that the distribution process to be fast.

## 2. RECOMMENDED PRODUCT IDEA

The For this project my group have chosen one of the company for this case study that company name is tissue cool clean company so first I am giving the just background of my group chosen company

This company is engaged in packaging tissue sanitary napkins, tissue cleaning agents, Cologne paper towels, tissue fresh, wipes, tissue bottles, wipes Gallon and other packaging combinations, by the use of equipment and high-tech health management priority health, quality and price can compete.

Their production is actively involved in the recycling of waste / waste in a friendly environment. Liquid use by this company is standard food grade. The paper and liquid used by cv cool clean

- Does Not Have side effects
- Does not Damage the skin/face
- Easy to tear, feather and moldy

This company headquarter is at Malang Indonesia and over there in Malang this company is doing great business as they have good reputation over there in the local market area as they supply their product at various places such as, Reception/Birthdays, Night Bus, Bureau of tour/Travel, Trains/ Ships, Hotels, Flight, Hospitals, Restaurant/Catering etc.

## 3. MARKETING STRATEGY

As I believe "Greatest wealth is health" As we know that our tissue cool clean company is focusing on producing the different kind of tissues which can be used as a sanitizer, refreshing and making clean water. So, I want to proposed to this company as a marketing counselor we should export our products to those countries where there is scarcity of water and hygiene problem as Tissue paper demand is increasing and is mainly driven by increased rising healthcare expenditure, and the growing concern for hygiene. Tissue paper is highly adopted due to reduced risks and costs as compared with other sanitary methods.

As per the report "Global Tissue Paper Market Outlook to 2020" by concept Analytics, the demand for tissue paper will be driven by growing population, increasing healthcare expenses in emerging and developed countries, rapid urbanization and GDP growth.

Our company priority markets should are following:

Hotels and restaurants: as we know in every hotel there will be a lot use of tissue paper so they are the one who need more tissue as they need tissue in the bathrooms and they need tissue after serving the food so they are the one who need tissue most for their customer.

airlines buses and train: as we all had experience while traveling in in any kind of transportation we feel tired sometimes we feel exhausted also so these companies need tissue of every kind to use for their passenger.

Ceremonies such as marriage, birthday, and parties: as we all may be in some point of lifetime have attended some ceremonies in our lifetime so we may have notice the use of all kind of tissue paper as we get tired sweaty and exhausted and sometimes we need to clean our hands and facial parts too.

Hospitals: As we know in hospital hygiene is the most important so over there tissue paper are most used as these can be used by doctor nurse as well as patients.

For exporting we will be focusing on the market segment of hospitality sector, travel and tourism industry as these are the one who are more focuses on their health and their customers health

In this 21st century without the promotion of any product we cannot establish our market because

Positioning is a marketing concept that outlines how an enterprise should push its products or services to customers. In positioning, our company is going to create an image of the product based on its target audience such as mention above. We will be created through the use of promotions, prices, places and products. The stronger our positioning strategy, the more effective the marketing strategy is for our company. A good positioning strategy to enhance marketing efforts to help buyers from the knowledge of products or services to buy. So, we can make our marketing position by various means

#### **4.1 Advertisements**

Advertisements are usually the first places businesses position themselves. Our marketing department, for example, we must determine who we are targeting and what our consumer need is being met.

So we can make add like suppose there is a function or marriage ceremony and people ,over there are getting tired and due to tiredness they are looking bad so we can use our refreshing tissue to make people refreshing again just by rubbing our tissues on their face .We can make other add like suppose person is travelling on a flight of long journey and he is getting tired so he can use wet tissue to make his tiredness go away and some adds we can show like a person is in desert and he has only one bottle of water left and from the bottle either he can quench his thirst or he can wash his face but if he had our brand tissue which makes him not look tired so he can use that and save water.

#### **4.2 STP**

To do that idea, we need to know who is our customer, what they need, and what they seen about cv cool clean. The method to know about it is to do STP. STP is the acronym for Segment, Targeting, and Positioning.

Segment

- Age : 17 – 65
- Gender : All gender
- Income : Low - high income

Because this wet tissue they wear it from top to bottom

## **Targeting**

Their market segmentation is based on economy class. Their targets are from the lower middle class to the upper classes because everyone uses their products to clean up gallons of mineral water. Cool clean only reach consumers from Indonesia, especially Java Island which has 2 offices in Malang and in Jakarta. Their customers are very satisfied with the cleanliness and hygiene to clean hands and other objects

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## **Positioning**

they do not have a competitor almost entirely taken we compare it with the product in production by the air mineral company itself its ordinary its capacity is not enough and they order it to us which only make tissue clearance only.

## **Competitor**

There are lot of competitors in markets who had already establish their market as I research there are the companies such as P&G, Kimberly-Clark, Cascades are the leading players dominating the tissue paper market. So, we need to look into their profile as they have already establish their market over there is America as well as the part of European countries.

We need to make our consumer or our target customer base to believe that our brand tissue are what people are expecting what suits their wants and needs .i think I should have used these slogan to my target customer “we believe in your best health” so use the best tissue cool clean tissue.

However, the growth of tissue paper industry is hindered by increasing demand of hand dryers by various organizations and other environmental factors which impacts it negatively such as cutting down of trees which leads to deforestation so we can mitigate by using the only the recycle paper to make our tissue which is the biggest advantages for our company as we use only recycle paper to make our tissue moreover we need to make people more aware our product as it is eco friendly which does not harm the environment .we can make people aware about paper by this famous slogan Reduce, Reuse and Recycle – and encourage every customers or user of paper to do it.

The key factors driving the growth of the tissue paper industry include changing lifestyles, rising healthcare expenditures, increasing population apart from steady rise in global GDP.

## **4.3 Recommended Service**



Marketing Their market segmentation is based on economy class. Their targets are from the lower middle class to the upper classes because everyone uses their products to clean up gallons of mineral water. Cool clean only reach consumers from Indonesia, especially Java Island which has 2 offices in Malang and in Jakarta. Their customers are very satisfied with the cleanliness and hygiene to clean hands and other objects

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## Facebook Business (Fan page Business)

In the world of social media, is now the most widely used social media is Facebook. Due to the social media age is quite old or existing in the world today than social media twitter, Instagram and others. Facebook provides not only the usual social media, but Facebook provides a place for business travelers or to do business in. Here's how to create a Facebook Business:



Figure 2. Creating Facebook Fan Page



Figure 3. Step 1

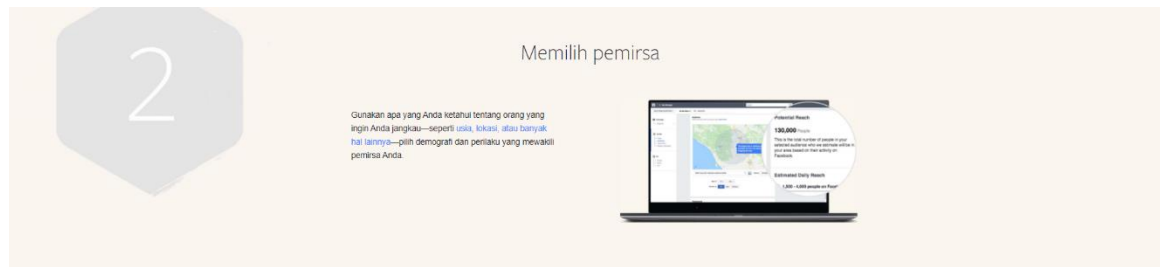


Figure 4. Step 2



Figure 5. Step 3

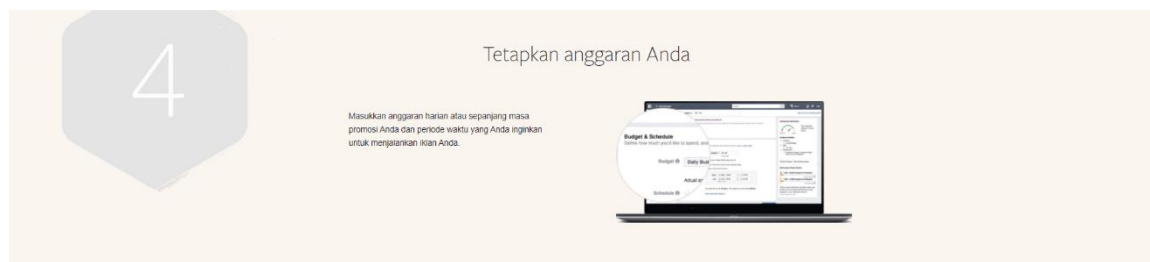


Figure 6. Step 4

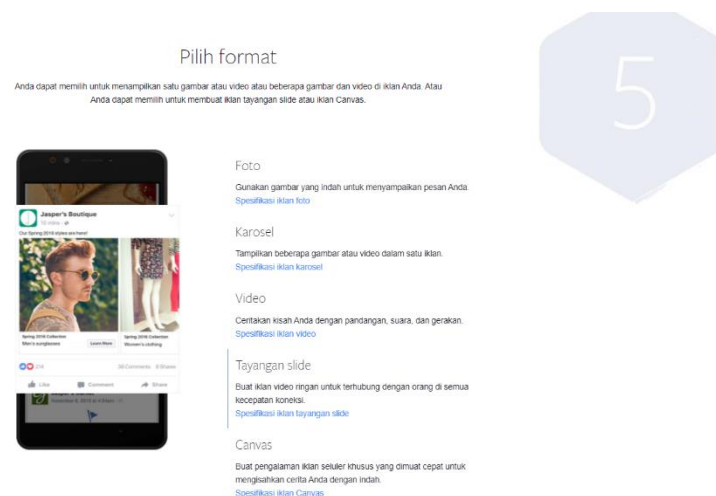
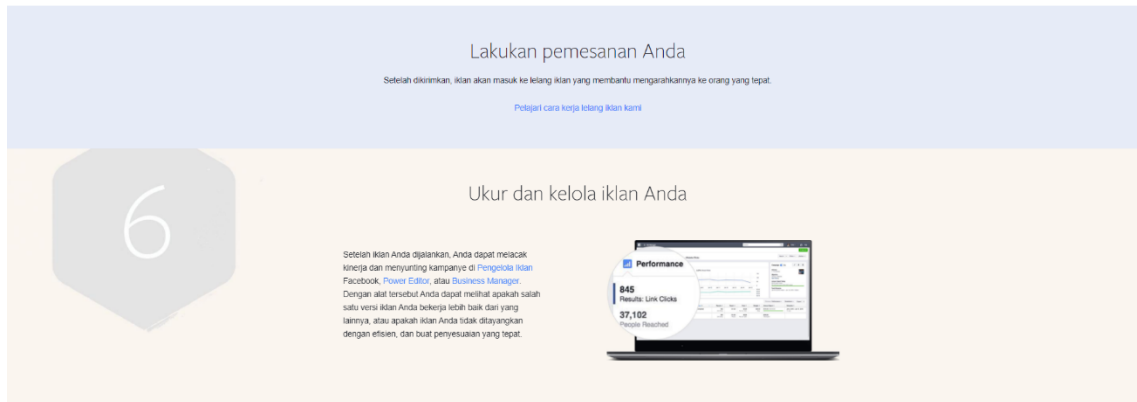


Figure 7. Step 5



**Figure 8. Step 6**

## Positioning in Sales Locations

Reaching customers are not just advertising problems, but we also need to choose the right channel to distribute the problem. If most of the our target markets live in urban areas with only public transport, it will not be equal to the success of your product in rural areas where private cars are needed. So we will be Placing the product or service in place as close as possible to the target market. Creating a similar store ad in the store to create the overall identity of our brand.

## Positioning through Price

The price As we know that a lot of research is being done on the pricing of psychology in marketing. Simply just by putting , the price of an article tells the buyer more about the item than most of us realize and it is more common believe that if price is higher consumers think the product is of good quality the opposite with a lower price. Furthermore, if a product is placed as a good alternative to cheap brands, the marketing department must fix it in the middle of the market to avoid comparison with the cheapest end of the spectrum.so we should be more focusing on our consumer or target market where the price play very important role.

## RISK

In taking the action is definitely there is a risk that exists therein. In this context, the Group 2 concluded some risks there are, among others:

number of competitors using the same method

Use fees to speed up your ads and often show

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