

Fardy Fajar Surya

From: I Dewa Made Ari Dananjaya
Sent: 14 October 2022 17:01
To: Riski Junaidi; I Dewan Baskoro; Fardy Fajar Surya; Tri Riani Pamularsih; Mochamad Sugiarto; Tengku Rafi Indra Laksmana
Cc: Luluk Setiono
Subject: 2023 CI Tactical Plan for STU Growth preparation for Kuala Lumpur 3 days Meeting
Importance: High

Dear PSM CI Team and Cross Industry Partner,

Berikut adalah hasil diskusi dengan praveen pada 13 oktober kemarin sebagai bahan dari preparation kita pada meeting berikutnya di kuala lumpur (21-23 November 2022), untuk itu mohon bantuannya untuk bisa mensummary keypoint berikut kedalam PPT 4-5 slide dengan highlight seperti berikut dimana **slide 1 (gambaran STU 2022 vs 2023, growth / tidak growth, competition) Slide 2-3 Opportunity and target program untuk continue program by area & branch, Slide 3-4 New Tactic Program dan Target.** bisa menggunakan key point dari diskusi kemarin dengan praveen. Minta tolong agar bisa sudah ada PPTnya di max 21 oktober sebagai gambaran kita Bersama. Terima kasih.

1. Ecommerce PCC & Retail Market : Mbak Tri Riani

- Continue networking session And PCC Corner Event.
- Explain information of ISR by Area :
- Summary performance, target by Area by ISR .. xxx percent
- ISR Contest STU growth PCC by ISR
- Marketing Calendar (Event, PCC, All other channel, Vaganza Next Year, Trakindo Care, Cepat mudah), estimation happen Q1-Q4
- Trakindo Roadshow After Market 2 times in 2023 (copy paste trakindo roadshow, 100 customer) - CI Area (need to discuss with Marcom Team)

2. Hyd & Hose : Mas Riski Junaedi

- STU Growth 2022 vs 2021, what is the challenge (competitor price, stock availability)
- Opportunity Hyd Hose by Area and setup 2023 target of sales in branch
- Continue 2022 Program
- Setting again minimum stock of Hose As pieceparts for specific model (320) in all branch and raise stocking order thru CI customer support team
- 2023 Trakindo Hyd Hose Event Plan : 2 times
 - Area Southkal : Pangkalan Bun
 - Area East Indonesia : Nabire (need to see the safety of the place)

3. Rebuild : Mas Baskoro

RPP Program

- RPP, Parts voucher all model RPP Next Year the same with 2022.
- Need to Summary the Opportunity by model by Branch and Target on every branch.
- D6R Only Full Machine RPP, still the same next year.
- Event focus on rebuild and RPP
- Modify the flyer into more focus. 2 side, first side is highlight total Reward voucher on full machine, other side is the detail reward on every component

Rebuild Program

D7G.

- Rp. 1.8 B Flaterate majority request by customer, branch and operation team.
- 2023 NONCAT for discontinue parts. need to list all the discontinue parts of D7G before doing rebuild
- Deadstock component / Old Cat PN (Ex : xxxx) : Create Dealer KIT PN : 1 PN can be using PN with suffix xxxAA, more than 1 PN can use 9Z
- TOP 10 TOP 15 D7G Focus by Salesman.

Enhancement system

- Dashboard for monitoring rebuild

Power Train program - all model

- 2% added more support for 24-month CVA L1

Deep Dive Customer :

- Quarry - Cement list customer that not under UTSG affiliate
- Forestry rebuilds - D7G : Where the population actual active
- Popular CI Model - 320 : What is repair happen in Indonesia (information of habits customer in 320

4. Engine – C-Series & Industrial : **Mas Riski Junaedi / Dewa Dananjaya**

- C-Series Engine 2023 Program – Continue 2022 program
- Deep dive CI customer by popular C-Series Model opportunity, by Branch, and setup target by Area
- Forecast C-Series Engine for 2023 and submit to CI Customer Support Team early November 2022

5. Undercarriage : **Mas Tengku Rafi**

- UC Sales 2022 vs 2021 Performance
- 320 Undercarriage, analyse which area lost sales on 320 (2022 vs 2021), why, price competition ?
- 320 MEP Target by Area by Branch : SMU > 6000
- Quotation Best Discount Monthly Surprise – push sales to quot best disc of 320 GD
- Replicate to 313, Large HEX, TTT D3; D6; D7
- Continue 2022 Program of General Duty, HD Program

New Tactic

- Conversion program – bulk program with additional disc to volume sell
- Event Campaign - combo program with Oil / Any

Stocking Tactic

- Forecast UC by popular Model (target by SMU) by Area, submit to CI customer support team, Early November.

6. CVA & PSE MPSE : **Mas Mochamad Sugiarto**

- CVA Performance Growth CVA Dashboard
- Continue L1 L2 Booster Program

New Tactic

- next 2023 inisiatif : leverage condition monitoring
- Big Deal CVA with minimum Value
- PSE : Big Deal Rebuild

7. Filter & Fluid, Battery : **Fardy Fajar Surya**

- Fluid Filter, Battery, SOS Program All industry continues 2023

New Tactic :

- Bulk Filter Program for CVA

- Bulk Oil Program by volume or event of CAT Oil for retail transportation (special price for specific volume – example in Pontianak)
- GD Battery Program,
- Battery conversion program

Regards,

Dewa Dananjaya

Product Support Marketing – Construction Industry

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