

Using Offerings to Attract More Customers and Maximize the Sales of Victory Store

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ABSTRACT

Victory *Fotokopi/ATK* store is a store that provides both services such as photocopy, print, laminating, scan and book binding (*Jilid*) and products such as stationary, office equipment and birthday supplies. The main problem of Victory store is it does not have any uniqueness or value that makes it different from other stores. Therefore, offerings such as volume discount and bundling are used in this project. A digital poster also used to distribute the offerings through WhatsApp Business to the customers. In conducting the project, I used the theories of four main subjects: brand awareness, marketing, promotion and unique selling point. Also, nine sub subjects: brand advertising, logo, blue, red and yellow colors, digital poster, banner, social media marketing, WhatsApp, offering in marketing, volume discount and bundling. Basically, as the main purpose is to maximize the sales, offerings will be the best solution where it could attract the customers to come and shop more often to the Victory store.

Keywords: Brand and Brand Awareness, Brand Advertising, Marketing, Social Media Marketing, Offering in Marketing, Volume Discount, Bundling, Digital poster and Unique Selling Point

INTRODUCTION

First of all, I did my internship at a store which is a small business called the Victory *fotocopy/ATK* store. As the name implies, this business is in the photocopy field. The store has been open for about three years. Basically, the store is quite new and small. Therefore, I want to help the owner to develop the store through the project. Victory *fotocopy/ATK* store was established on 14 August 2019 and handled only by Ms. Vifi Kolibu as the owner of the store. Basically, she does not have any employees yet and is usually assisted by her family, namely her children only. In the store, she provides stationeries, office equipment and birthday supplies for the product. In addition, there are photocopies, gift hamper making, print, laminating, scan and book binding (*Jilid*) for the service. The store's open hours are from 08.00 AM until 09.00 PM and it is located at TavanjukaMas street Blok A no. 5, South Palu, Central Sulawesi.

As I have mentioned previously, I did an internship in the Victory store and it was for three months. After the internship, I found some information about the store. In this case, I found three problems that the Victory store is facing. First, in this era, there are a lot of people who change their traditional habits into modern ones in a lot of aspects. One of the examples is that since the development of technology is increasing rapidly, people nowadays prefer to use softcopy rather than hardcopy. As a result, photocopy centers that produce hardcopy to get money are also affected. Second, photocopy service has been decreasing due to the pandemic era. Third, I found that Victory store does not have any uniqueness or value that makes it different from other stores. It can be said that Victory store is the same with other photocopy centers. In this case, the store is also still very lacking in its branding which does not have a logo, etc. Therefore, even though Victory store has been running for quite a long time, the sales of this store is still the same which is less developed. In my opinion, the store has a chance to increase its sales if it is able to provide something unique and different from other photocopy centers. Therefore, it would be better to use an offering to maximize the sales of the store.

Since the photocopy service is the biggest segment from this store, I will focus on working with the photocopy's customers. In order to maximize the sales of the photocopy service, there are many ways that can be used. First, I will use offerings to attract the customers and expect them to buy more and shop more often. Here, the offering will be volume discount and bundling where I will distribute the offerings through WhatsApp Business to the customers. According to Messenger (2021), Volume discount is a method used by businesses to increase the discount as a reward to customers who purchase more of the product or service. Basically, the more the customers purchase then the bigger the discount. While bundling is the marketing strategy that combines multiple products or services in a single offering. (Bhasin, 2018) By bundling, it helps the customers to simplify their decision making and benefits the customers by possessing and consuming the combination offered. In addition, since the target is people who still like to use the hardcopy which is old people, WhatsApp can be used as it is also popular among the older adults. WhatsApp is one of social media that I found can be very helpful and useful to a business to promote a business. However, I want to emphasize that the main focus of this project is to make good offerings. I will focus on the offering strategy to attract and maintain the photocopy's customers.

Second, related to the branding, I will also help to create the logo of the store and a new banner to put in front of the store. According to Workerbee (2017), a logo is a symbol that consists of text and images that is used to identify a business. It also consists of important information about the business. Moreover, using banner is one of the ways to deliver brand awareness where it can draw passersby and people's attention when seeing it. (Casey, 2019) Therefore, since the store does not have any logo and banner, both will be very necessary. Basically, from making the offerings, Victory store can maximize the sales, maintain the photocopy's customers come more often and increase its income. Also, the logo and banner will help the store to increase its branding. However, the essential part is where both offerings, logo and banner can show the Victory store uniqueness and value.

FINDINGS AND DISCUSSION

First of all, I assumed that the biggest segment of the market is from photocopy service. In order to support my hypothesis and since the focus of my offering is to photocopy's customers, I did research to find out whether my assumption was right or wrong. I spread Google Forms to the customers. In order to get the right respondent, I tried to spread it only for Victory store's customers. The form was conducted from November 22, 2021 until November 27, 2021 and I got 23 responses from age 20 until 43 years old.

Anda biasanya datang ke toko Victory untuk keperluan apa?

23 responses

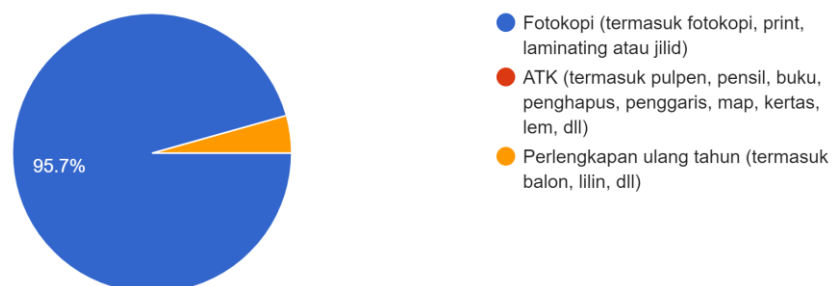


Figure 1 Respondents' respond about what is usually they looking for when come to Victory store

Question: What do you usually come to the Victory store for?

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- Choices:*
- *Photocopy (Included photocopy, print, laminating and book binding)*
 - *Stationary (Included pen, pencil, book, eraser, ruler, anvelope, paper, glue, etc)*
 - *Birthday supplies (Included ballon, birthday candle, etc)*

Kalau fotokopi, layanan/jasa apa yang biasanya anda butuhkan?

23 responses

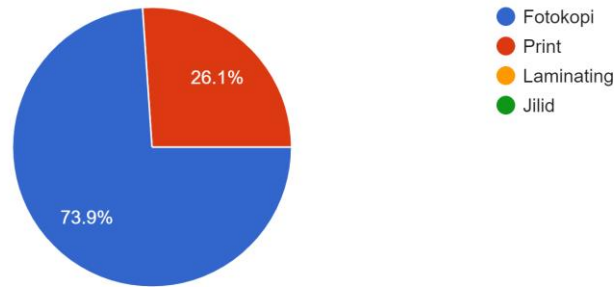


Figure 2 Respondents' respond about what is usually they looking for the service when come to Victory store

Question: If photocopy, what service do you usually need?

Choices: Photocopy, Print, Laminating and Book binding

Other than that, the first questionnaire shows that 28 from 34 people wrote that photocopy is the service they seek most often. I also have data from my second questionnaire where I ask the customers directly related to the photocopy service. It shows that there are a lot of customers which is 33 people who come to the store searching for photocopy service.

The Findings of The Offering and Tool

I will also explain about the solution, the offerings which are volume discount and bundling as the details below. Also, the result of the survey related to the offerings.

FOTOKOPI BERHADIAH MENARIK!!

kapan lagi Fotokopi bisa dapat Hadiah?!!

Fotokopi mulai 100 lembar dapat bonus:
1 buah pulpen/minuman gelas (aqua/teh gelas/ale-ale)

Fotokopi mulai 200 lembar dapat bonus:
1 buah pulpen/teh pucuk

Fotokopi mulai 300 lembar dapat bonus:
1 fruit tea/teh kotak

*syarat & ketentuan berlaku

JL. TAVANJUKA MAS PERUM BNS LESTARI BLOK A NO. 5 082188423685

Figure 4.8 Digital poster of photocopy promotion

In this project, the digital poster will be used to deliver the offerings of bundling and volume discount to the customers. As mentioned from Mountcastle (2019), compared to printed or traditional posters, digital posters are cheaper, better at attracting customers and easier to manage. Other than that, the reason for coming up with the numbers 100, 200 and 300 sheets as the offering is based on the data of the second questionnaire where there are a lot of photocopy customers photocopied on those numbers. Therefore, I chose the most numbers of photocopies where they have a greater chance of being used as the offering. Moreover, the reason for the chosen gifts (stationary and cold drinks) is to make the products not selling well can be sold as well. In this case, I used Canva to make the digital poster.

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Bila nanti toko Victory memberikan penawaran Volume Discount (anda mendapatkan harga lebih murah bila fotokopi lebih banyak), seberapa tertarik anda dengan penawaran ini?

23 responses

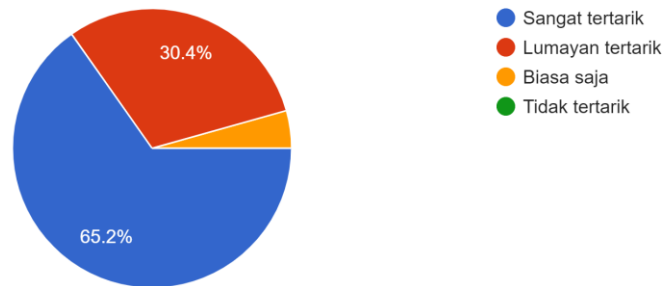


Figure 9 Survey result of the customers' perception about the volume discount

Question: When Victory store offers Volume Discount (you get a cheaper price if you have more copies), how interested are you in this offer?

Choices: Very interesting, Quite interesting, So-So, Not interesting

Bila nanti anda sudah fotokopi banyak di toko Victory dan nantinya anda mendapatkan hadiah berupa minuman dingin dan/atau ATK, seberapa tertarik anda dengan penawaran ini?

23 responses

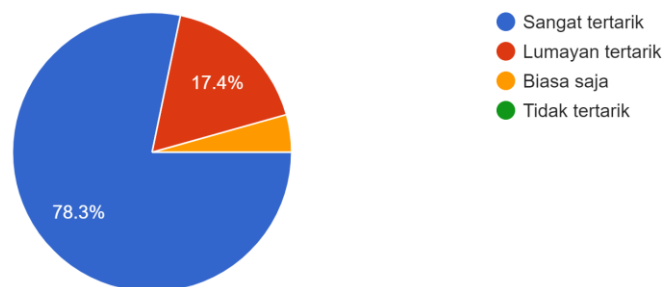


Figure 10 Survey result of the customers' perception about the bundling

Question: If later you photocopy a lot at the Victory store and you get a gift in the form of cold drinks and/or stationary, how interested are you in this offer?

Choices: Very interesting, Quite interesting, So-So, Not interesting

From the data above, we can see that most of the customers show interest in the offerings. In this case, it shows the estimated success in using this offerings strategy. For the volume discount offer, there were 15 people who were very interested in the offering, 7 people chose quite interested and 1 person chose so-so. While for the bundling, there were 18 people who were very interested in the offering, 4 people chose quite interested and 1 person chose so-so. We can see that the respondents responding to these offerings are mostly interested in it. We also can see it from the question below where 22 respondents chose that they want to be informed about the offerings.

Apakah nanti anda ingin mendapatkan informasi atau penawaran menarik dari toko Victory?

23 responses

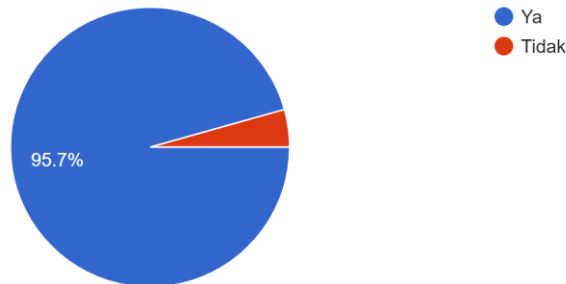


Figure 11 Survey result of the respondents respond whether they want the offerings to be informed or not

Question: Do you want to get information about the interesting offers from the Victory store?

Choices: Yes/No

Anda ingin mendapatkan informasi atau penawaran tersebut lewat media apa? Sebutkan 1 media saja.

23 responses

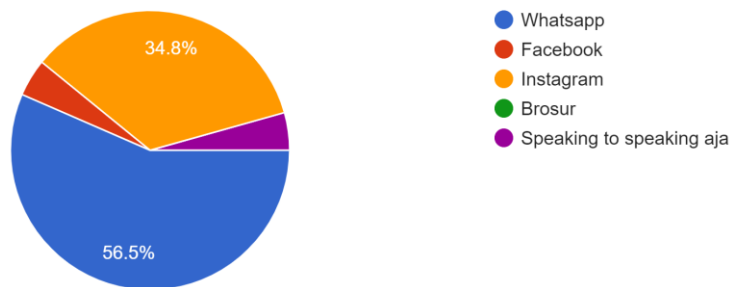


Figure 12 Survey result of the respondents respond about the social media used for the offerings

Question: What media do you want to get this information or offer through? Mention 1 only.

Choices: WhatsApp, Facebook, Instagram, Brochure, mouth to mouth

For the social media or tool used here, I got that mostly the respondents want to be informed by Whatsapp. Also, Olafson (2021) stated that WhatsApp helps the business connect to the customers. Therefore, the tool used for the project is Whatsapp.

The Findings of Logo and Banner

In this section, I want to show the design of the logo, new banner and digital poster that I made for the store. Therefore, I will also explain further about the survey result of the logo. Other than that, I will also show the collected Unique Selling Points from the customers that are compared with some competitors mentioned by the costumes as well. However, I did not include the new banner design in the survey since it will only be put in front of the store. Therefore, I will only attach the banner design below.



Figure 3 New banner of Victory store

Banner can be very helpful for the store to draw passersby and people's attention when seeing it. (Casey, 2019). In this case, this new banner of Victory store will be put in front of the store. The colors in the banner are the same with the chosen color in the logo to make these colors become the characteristic of the Victory store. Other than that, these three colors are very eye-catching since all the colors are bright. It will be easy to be seen and also attract people to see it. In this case, I used Canva to make the banner.



Victory store

Figure 4 The Logo of Victory store

According to Weilbacher (1995) as cited in Latif, Islam, Noor (2014), the composition of brands such as, name and/ symbol that can be identified by the consumers and related to the product or service is served. In this case, this "V finger" in the logo identifies the name of the Victory store where it can be identified by the consumers. In addition, I have seen that almost all of the photocopy centers in this Palu city do not have any logo for their business. Mostly, those businesses are only known by their name. Therefore, a logo for the Victory store can be a value to the store which makes it different from the other store. In this case, I used Canva to make the logo.

Apa logo di bawah ini sudah sesuai dan jelas untuk nama toko Victory?

23 responses

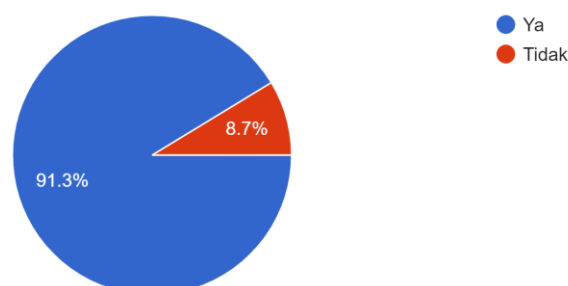


Figure 5 Survey result of customers perception about the logo

Question: Is the logo below suitable and obvious for the Victory store?
Choices: Yes/No

For the logo, I have also got the respondents' thoughts about it. From the data above, we can see that most of the customers, 21 respondents which 91.3%, think that the logo is already appropriate and good for the store. There are 2 respondents who disagree that the logo represents the store. Therefore, the logo will be changed again but only in some parts.

The Findings of The Unique Selling Point

Kalau anda tidak fotokopi di toko Victory, maka anda biasanya fotokopi dimana? Sebutkan 1 nama tokonya.

23 responses

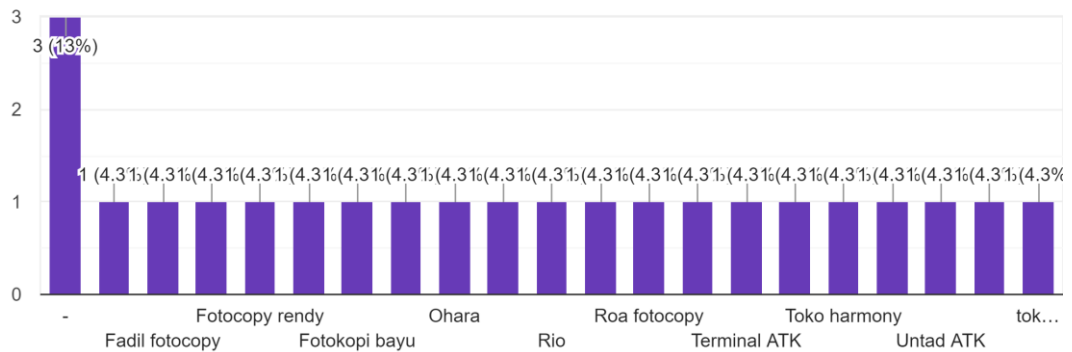


Figure 6 Survey result of competitors mentioned by the respondents

Question: If you do not copy at the Victory store, where do you usually go? Write one name of the store.

Dibandingkan dengan toko fotokopi yang anda sebutkan diatas, apa kelebihan dari toko fotokopi Victory?

23 responses

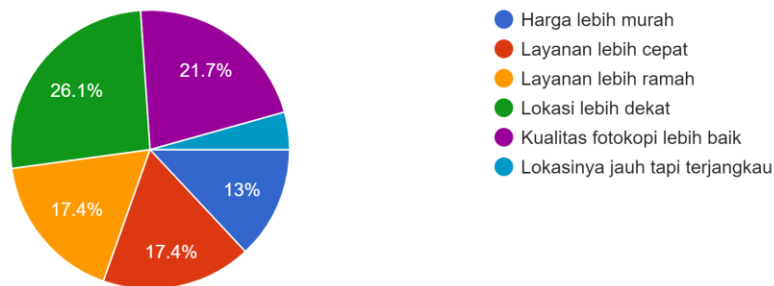


Figure 8 Survey result of advantages of Victory store compared to the competitors

Question: Compared to the photocopy store you mentioned above, what are the advantages of the Victory store?

Choices: Cheaper, Faster service, Better service, Nearby location, Better quality of photocopy service

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The data above shows that there are 8 photocopy centers or competitors such as *Fadil, Rendy, Bayu, Rlo, Ohara, Terminal ATK, Harmony and Untad ATK*. Other than that, even though the difference in the percentage from the data is quite small, we can see at the highest value here that location has an important role. There are 6 people who chose the location as the advantages compared with other stores. However, we should also see at the most second choice by the respondents that the quality of the photocopy is better than the other photocopy centers. In this case, the offering of photocopy service will also be very good for the store.

It also plays a role in finding the unique selling point of the store. Bobrov (2016) explains that USP is something that makes the product stand out with its uniqueness and is different from the competitors. Here, I also used the first step to determine the unique selling point of Reid (2011). In this case, I list the features and benefits of the product or service's uniqueness compared with the competitors.

CONCLUSION

To sum up everything that has been stated so far, during my internship I found three problems that the Victory store is facing. First, in this era, there are a lot of people who change their traditional habits into modern ones in a lot of aspects. One of the examples is that since the development of technology is increasing rapidly, people nowadays prefer to use softcopy rather than hardcopy. As a result, photocopy centers that produce hardcopy to get money are also affected. Second, photocopy service has been decreasing due to the pandemic era. Third, I found that Victory store does not have any uniqueness or value that makes it different from other stores. It can be said that Victory store is the same with other photocopy centers. In this case, the store is also still very lacking in its branding which does not have a logo, etc. Therefore, even though Victory store has been running for quite a long time, the sales of this store is still the same which is less developed. From those three problems, I decided to choose Victory store's problem which has no value or uniqueness that can attract customers.

In my opinion, the store has a chance to increase its sales if it is able to provide something unique and different from other photocopy centers. Therefore, it would be better to use an offering to maximize the sales of the store. In this case, I want to emphasize that this project will focus more on making a good offer to the customers. The particular reason for this circumstance is I want to help the store to maximize the sales and the store also can maintain its customers to come and shop more often. The offerings are volume discount and bundling. Both offerings will be put in a digital poster and the poster will be distributed through the store's Business Whatsapp to the customers. In order to make this project, I used some theories as the basis that can help me to do things in the project. The theories consist of four main subjects: brand awareness, marketing, promotion and unique selling point. In addition, there are nine sub subjects: brand advertising, logo, blue, red and yellow colors, digital poster, banner, social media marketing, WhatsApp, offering in marketing, volume discount and bundling. Also, I know from the data I got from several questionnaires that customer's interest in the project is showing a good response. Basically, from doing this, the store will be able to maximize its sales and increase its income from the offerings. Other than that, since the photocopy service is the biggest segment of the store's market, the target market will be photocopy's customers as well.

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