

A MARKETING BOOKLET: A SOLUTION TO COPE WITH THE UNCLEAR IDENTITY OF HIGH POINT SERVICED APARTMENT SURABAYA

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Abstract

High Point Serviced Apartment is a serviced apartment established in 2010. As a serviced apartment, many people were confused with the identity of High Point, because its name is a serviced apartment but it operates like a hotel. This problem leads to customer confusion and as a result, the occupancy rate in High Point is pretty low. Therefore, High Point needs a marketing booklet which contains company overview, product description, and company address. The company overview which contains brief information about High Point will help to clarify the unclear identity, while the product description which contains detailed information about its products and services will help to promote their products and services. The benefit of this marketing booklet for High Point is that it can help to clarify High Point's identity and can help High Point to get new customers.

Keywords: marketing booklet, unclear identity, promotional tools.

The writer decided to make a business marketing booklet as the final project. The writer got the idea of making a business marketing booklet from his two-month internship at High Point Serviced Apartment in Surabaya. During the internship, the writer found at High Point was the unclear identity of High Point. Many people thought that High Point Serviced Apartment is an apartment, not a hotel, because of the "Serviced Apartment" terms. For example, there were many people who came to the hotel front office when they wanted to buy an apartment or look for someone who stayed in the apartment. They were quite surprised that High Point Serviced Apartment is not only an apartment, but also a hotel.

The problem of High Point Serviced Apartment is that it does not have a clear identity, whether it is a hotel or an apartment, because its name is serviced apartment, but operates like a hotel. Therefore, High Point needs a business marketing booklet, which not only can clarify the identity of High Point, but it can also promote High Point's products and services.

What the writer expects from this Business Communication Final Project (BCFP) is to get valuable experience in making a booklet for High Point Serviced Apartment. Since this is the first time to make a business marketing booklet for a company, the writer can learn many things from it like planning the project and presenting it to the company. For example, explaining and negotiating the project with High Point's general manager. The writer has to be able to convince the manager that this booklet is important because it can help to solve High Point's problem. Also, the writer expects to get the experience of working together as a team with other people. This project requires to work together with people who design the booklet and it will require teamwork in order to make the booklet as good as planned.

The project name of this project is called Business Marketing Booklet. They usually contain company overview, which gives brief information about the company, the type of business, and the location of the company. Next is product description. This part contains detailed information about the products and services the company offers. Then, the last one is Address. This part contains the company physical address, phone number, website address, fax number(s) and email address(s). In order to make this project, the writer used some information from online articles and a book. According to PPrint (www.PPrint.com), an online article, a booklet is a small book that contains message to deliver useful, wanted information to customers in a way that brands a

company and generates sales. So, the goal of a booklet is to assist in sales or distribution of products and services.

Another concept of booklet according to Val Adkins (1994) is that a booklet serves the same purposes as a brochure, but it is often bound in one fashion or another. The goal of a booklet is to promote a positive image of a company, as well as their goods and services (p.4). In addition, since space may be limited, it is necessary to cover important information first. "Do not use more words than you must, but use words that will grab your readers' attention" (p.6). In conclusion, the content of the booklet must be brief, simple, useful, and attractive for the readers.

However, different types of booklets have different goals or purposes. The booklet that the writer will make is Business Marketing Booklet. The purpose of this kind of booklet is to promote the products or services and to improve their reputation or image of a company. According to Article City (www.articlecity.com), an online article written by Katie Marcus, these types of booklets have brief information about a certain company or firm and detailed information of its products and services that are used for marketing campaigns. They usually contain company overview, which gives brief information about the company, the type of business, and the location of the company. This part aims to inform the potential customers about the company and its business in general and the city of the company. Next is product description. This part contains detailed information about the products and services the company offers. It should mention the price of the products, size, color, special services, and facilities. Then, the last one is Address. This part contains the company physical address, phone number, website address, fax number(s) and email address(s).

METHOD

Before the exam, the writer made the Business Communication Final Project (BCFP) Proposal. Then, at the exam, the writer presented and convinced the Board of Examiners that the problem he chose is indeed an important problem for the company and could help to solve the problem. In addition, before getting the approval from High Point Serviced Apartment, there are some steps that the writer did. First, the writer had to prepare the proposal and presentation as best as possible in order to convince them. So, he prepared the proposal and presentation with Mr Jusuf Ibrahim, his advisor. After two weeks, his proposal was ready and the writer knew what to say to High Point's general manager. The next day, the writer went to High Point and negotiated with Mrs Johana, the general manager of High Point Serviced Apartment. The writer explained the problem that he found in her company during his internship and convinced her that he could help her to solve the problem, which is the unclear identity of High Point Serviced Apartment. After that, the general manager asked the writer what and how his project would be and the cost of the project. Unexpectedly, after the writer explained all, she approved the writer's proposal and agreed with the final project. The writer could convince her that his project indeed could help them to solve the problem. In addition, High Point Serviced Apartment would prepare the designer of the marketing booklet and assure the print fees. Actually, the writer had prepared the designer, but at that time, there was a designer who was working for High Point, so Mrs Johana said that she could design and print his marketing booklet.

After High Point Serviced Apartment accepted the proposal, the writer started to work on the product, which was a marketing booklet. At first, he had to make interview questions to interview Mrs Johana, the general manager of High Point. The purpose of the interview was to get more information about High Point from the right person. After the writer made the questions, he sent them and waited for High Point response. The next day, he went to High Point and interviewed Mrs Johana, accompanied by the marketing communication supervisor, Bu Kezia. However, Mrs Johana was not really satisfied with the interview because she thought the questions were standard questions. So, Mrs Johana asked the writer to read High Point's company profile, make new questions based from the information he got from it, and come back next week. During that time, the writer prepared the questions really carefully by studying the company profile. The next week, he went to High Point and interviewed Mrs Johana again. This time the questions were good enough and he could get the information that he wanted from her.

After that, the writer started to work on the content of the marketing booklet by making the brief information of High Point and the product description. It was really hard to make them

because it required a lot of thinking process. The writer had to write about High Point's strengths with limited words. So, he had to choose what strengths to put that can represent High Point. The writer also had to discuss it with his advisor, Mr Jusuf, also with High Point's general manager, MrsJohana, so it required a lot of time to complete it. Eventually, after a lot of revising, the writer finished the content of the marketing booklet. After that, he contacted High Point's designer who would design the marketing booklet. However, the designer could not make it because he was busy making his thesis. So, the writer had to look for another designer. After some time, he found the person who wanted to design the booklet and she was Jacqueline, the former English Department student. It took about a week for her to complete the marketing booklet. After that, the writer sent the soft copy to High Point since there will be some revisions for the marketing booklet after the final exam from the lecturers.

There were some procedures in making the marketing booklet. First of all, the writer interviewed Mrs Johana, High Point's general manager. The purpose of the interview is to get information for the marketing booklet content and to get how she wants the booklet will be later. However, the writer had to study its company profile before he could make the interview questions. Next, the writer made the content of the marketing booklets, which are brief information and products description. The writer made the content supervised by his advisor, MrJusuf Ibrahim and High Point's general manager, MrsJohana. It was the hardest part of the making of this marketing booklet, but he learned many things from it as well. Next, after the writer finished with the content, his partner, Jacqueline, designed the marketing booklet. It was finished in one week. After that, the writer printed the marketing booklet for the final exam.

FINDINGS AND DISCUSSION

This marketing booklet aims to promote the products and services and to change or to improve the reputation or image of High Point Serviced Apartment. That is why it contains information to help people to understand what High Point Serviced Apartment is and to promote its products and services.

This marketing booklet consists of three main components. The first component is the overview of the company. This part contains general information, strengths, and location of about High Point Serviced Apartment. Next, the second component is the product description. This part contains detailed information about the products and services that High Point Serviced Apartment has. The third component is the address. This part contains the company physical address, phone number, website address, fax number(s) and email address(s).

The order of this Marketing Booklet, first, is the company overview. The company overview will be in the first two pages, in order to make people understand what High Point Serviced Apartment is. Next, is the product description part. So, after people know what kind of company High Point Serviced Apartment is, they will know what are the products and services it has. Then, the last one is the address. If after reading the product description people get interested in High Point Serviced Apartment's products and services, they will know where and whom to call.

There are two kinds of users of this marketing booklet. First of all are the travel agencies. This marketing booklet will be the best tool to promote and introduce High Point as a company and the products and services to travel agencies. It will help travel agencies to know what kind of company they are working with and what the products and services are. Secondly, one of the users of this marketing booklet is organizations or companies. If High Point wants to work with another company, they can give this marketing booklet so the company can understand what kind of company or organization High Point is. Also, the company will know what High Point's unique strengths are which make it different from others.

There are two purposes of this marketing booklet. The first purpose is to clarify High Point's identity. Many people are confused because of the name which is serviced apartment, but operates like a hotel. So, this marketing booklet will help to clarify this confusion by providing explanation about what kind of company High Point is. The second purpose is that to promote High Point's products and services. Because of the unclear identity, not many people know about High Point. As a result, the occupancy rate in High Point is below the standard. This marketing booklet can help High Point to get more customers by promoting its products and services in detail.

Also, there will be some pictures of the rooms and services to make it more persuasive for potential customers.

The reason why the writer makes this marketing booklet is because the information in it is very important to make people have a better understanding about High Point Serviced Apartment. The general information about High Point Serviced Apartment can help people to know about the identity of High Point. In business world, it is very important to have a clear identity in order to be trusted and respected. That is why, the writer think it is essential to make this booklet to help High Point Serviced Apartment to clarify its identity.

There are three reasons why the writer chose the content of this marketing booklet should contained company overview, product description and address. First, the company overview aims to inform the potential customers about High Point Serviced Apartment and its business, strengths, and location. So, people will understand about High Point, the strengths, and the benefits of the location for customers. Second, the product description goal is to promote the products and services in High Point Serviced Apartment. By having detailed information of the products and services, people will know more about High Point and can be convinced to stay at High Point. Last, the address aims to make people easier to contact High Point Serviced Apartment if they are interested in its products and services. People will have many options to contact High Point, such as through phone, website, email, and fax.

The design of the marketing booklet is minimalist, to keep it simple for the audiences. The writer uses orange color as the main color of this marketing booklet because orange is High Point color. Also, orange symbolizes energy, vitality, cheer, excitement, and warmth. So, it is relevant with High Point's tag line, which is "Feels Like Home". In addition, the pictures that the writer uses in the marketing booklet are originally from High Point. They hired a professional photographer to take High Point's pictures. Then, the writer asked High Point's permission to use the pictures in the booklet.

In addition, the order of the marketing booklet also becomes one of the important points that he should think about. In the first part of the marketing booklet is the overview of the company. There are three sub-headings in this part. The first one is about "What is High Point Serviced Apartment?" Basically, before people want to buy something, they have to know what is the brand or name of that product. They will not just buy products which they do not know at all. So, the writer thinks it is very important to make people understand first about High Point Serviced Apartment before offering them the products and services. The second part is "Why High Point?" So, after people know about High Point, then they must know the strengths of High Point. In this sub-heading, the writer wrote about the strengths of High Point, such as the affordable price, free facilities, and the value of High Point. Last, in this third sub-heading he mentioned the location of High Point Serviced Apartment. Location is one important thing that should be explained in the booklet because it shows not only how strategic High Point is, but also the benefits for people to stay in High Point.

Next, the second order of the marketing booklet is the product description. After people know what kind of company High Point Serviced Apartment is, it is the time for them to know the products and services that High Point has. The potential customers will get detailed information about the rooms, facilities, and services in High Point. The types of the rooms are Superior King, Superior Twin, Super Deluxe, and Family Suit. Also, the writer mentioned the room amenities such as flat TV, air conditioning, water heater, and wifi. In addition, he also wrote about the facilities in High Point such as meeting room, food court, café, indoor and outdoor swimming pool, fitness center, and 24 hours taxi service. All those explanations are supported with pictures of each type of the rooms and facilities in order to look more convincing for potential customers.

The last order of the marketing booklet is the address. If people are interested to rent High Point's rooms after reading the company overview and the product description, they can book or ask for further information about the rooms by looking at the address part. That is why the writer put the contacts that they can call in the last part. There are the company physical address, phone numbers, website address, fax number(s) and email address(s). With many contact options, it will give the potential customers the freedom to choose the more suitable way to contact High Point Serviced Apartment.

CONCLUSION AND SUGGESTION

The writer decided to make a marketing booklet at High Point Serviced Apartment, Surabaya. Before getting to the project, the writer had to get through many difficult steps. Make the proposal as soon as possible and then gave it to High Point. It was difficult to make a persuasive proposal but eventually the writer could make it. Moreover, the writer also negotiated with the general manager of High Point so that she would accept the proposal and project for High Point. It was very hard to convince the general manager to accept it, but eventually she accepted it. With a lot of helps from thesis advisor, the writer finally could finish the project.

The idea of making this marketing booklet is from the internship experience at High Point Serviced Apartment. The writer found out a very serious problem regarding the identity of High Point, which is not clear for many people. High Point claimed to be a serviced apartment, but in reality, it operates like a hotel. As a result, many people are confused with the true identity of High Point. Based on that problem, the writer think High Point needs a marketing booklet which contains company overview, product description, and address for clarifying its identity and promote its products and services. The writer chose a marketing booklet rather than other marketing tools like brochure and website because first, a marketing booklet does not only focus on the products and services like a brochure, but also focus on the company itself. Because of that, it can help to clarify High Point's identity by providing brief information about them. Second, it is more simple and real rather than a website. Even though today is a digital era, but still many people prefer something which is real and simple, like a book rather than website because they need to have internet connection to open it. Therefore, a marketing booklet is the best solution for this problem.

There are three components inside the marketing booklet. The first component is about company overview. The second component is about product description. The last component is about the address of High Point. In completing this marketing booklet, the writer uses some concepts from a book and online articles. Those concepts help the writer in writing the content and making the marketing booklet which can help High Point to clarify its identity and to help High Point to promote its products and services.

Shortly, based on the project of marketing booklet, it can be concluded that if a company does not have a clear identity, this problem can be a disadvantage for the company because it will be hard to get new customers. Also, many companies do not want to cooperate with itsince its identity is not clear. A clear identity is really important, especially in business world, because it is not only shapes people's feelings about an organization and its services or products, but also shows that it is a professional and reliable organization. Therefore, High Point Serviced Apartment needs a business marketingbooklet, which not only can promote its products and services, but it also can clarify the identity of the company.

Finally, the writer hopes that this marketing booklet can be used effectively and efficiently. For example, High Point can distribute this marketing booklet to some important organizations that are likely to use their products and services such as travel agencies, Petra University, Pelita Harapan University, companies in Rungkut District area and so on. Also, High Point can present this marketing booklet when they want to cooperate with another company. This would be a good marketing tool to promote High Point rather than any other marketing tools because it is not only contain product description, but also brief information about High Point.

For the next students of English for Business Communication of Petra Christian University who want to do the same Business Communication Project (BCP) as mine, the writer wants to suggest onpreparing the design of the project, even though that is not their expertise. It is important because it will help them to at least know how their project will or should look like even before it finished. If not, the final result may not be as good as it is planned. In addition, make the content of the booklet as soon as possible and give it to the company because there will be some or even many corrections. So, they have to go back and forth to the company to get the content that they like. This is really important because if the content is still not finished, then it is impossible to go to the next step which is designing the project. As a result, they will spend many valuable times in revising the content.

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