

IMPACT EVALUATION OF SWM/SPS DEALERSHIP SYSTEM BY PT SIS TO PT RMBA

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ABSTRACT

This research is a qualitative research that will evaluate the outcome of the implementation of SWM/SPS System by PT SIS as the principal to PT RMBA as its network. This research will heavily put interview and internal data as its main resource since the implementation of the system have deep impact on both side. Also the interview will be done to 3 top management people from both companies. As the system implementation have a very big impact on PT RMBA's distribution line, sales and its strategy of doing business, this reseach will have a lot of discussion on that matter.

Key Words: Management System, Distribution Line, Sales, Network cooperation, Sales Strategy

INTRODUCTION

PT Rama Mandiri Bangkit Abadi (hereinafter called PT RMBA) is a company engaged in motorcycle automotive which was established in 1996. PT RMBA used the name CV Rama Mandiri Motor (hereinafter called CV RMM) which do a business cooperation with Yamaha Motor Indonesia as Sub Dealer of PT Surya Timur Sakti Jatim. In its development, CV RMM cooperated with PT Indomobil Sukses International (Now PT Suzuki Indomobil Sales) as a partner of Suzuki Motor Corporation in Indonesia to sell Suzuki motorcycles by becoming a sub dealer of PT Indomobil Jakarta Motor Gemilang (which was then called PT IJMG) in 2002. It was till 2010 when CV RMM Changed the name to PT RMBA n PT SIS started the implementation of SWM/SPS dealership system.

SWM/SPS (Suzuki World Motorcycle/Suzuki Premium Shops) is a system where resellers are given the opportunity to purchase units directly from the factory without having to go through the Main Dealer (Single Agent). The difference between SWM and SPS is from a minimum number of showrooms owned by resellers, where SWM must have at least 7 showrooms and SPS must have at least 2 showrooms.

According to Kotler (2010: 113), distribution channels are an organization-dependent device that is covered in a process that makes the product or service to be used or consumed by consumers or business users. PT SIS tries to improve the quality of its resellers by including distribution cost difference to unit sales profit and spare parts which are expected to increase promotion activities at the local level.

CONTEXT