

CHAPTER III

TRAINEE PERFORMANCE

A. Placement and Coordination

The writer's job is as a Sales and Marketing Manager in the company. In this position, the writer is scheduled to work from Monday to Friday starting from 08.00 AM to 17.00 PM. To complete working activity in the company as a Sales and Marketing manager, there are some coordination between the writer and other managers, such as:

1. To Finance Manager, the writer should:
 - a. Report the results of product sales achievements
 - b. Coordinate in expenses for creating content
 - c. Coordinate in how to achieve sales target
 - d. Holding promotion and event
2. To Production Manager, the writer should:
 - a. Report orders from the customer.
 - b. Submit reports of comment, critic and suggestion from customer
 - c. Coordinate in how to solve a problem
 - d. Inform about the promotions and events

B. Job Description

As a Sales and Marketing Manager, here are the job descriptions that should be followed, such as:

1. Follow trend developments

The Ba(c)ker changed the packaging through the phases of events. For example, during Valentine day, the marketing staff made a Special Edition for Valentine Day, packaging using pink ribbons and free greeting cards. Other than that, during the Chinese New Year, the marketing staff made a Chinese New Year packaging using red ribbons. And also creates content for Chinese New Year for attract the customer attention.



Figure 3.1 Valentine Greeting Card



Figure 3.2 The Ba(c)ker's Customer



Figure 3.3 Customer's Review

Marketing staff set sales targets 25 boxes during the event, promotions are carried out to attract customer interest. The Ba(c)ker only sells 3 boxes of Japanese Milk Buns during the event because of the standing mixer was broken, so the company could not receive any order.

Table 3.1 Sales on February

Japanese Milk Buns Sales					
MONTHS	Week 1	Week 2	Week 3 Valentine	Week 4	Total
February	7	5	3	3	18



Figure 3.4 Chinese New Year Packaging



Figure 3.5 Instagram Content

2. Carry out product and sales promotions

During Ramadan, the marketing staff create Ramadan edition content for Instagram, which means to attract customer attention. The packaging using green ribbons and free greeting cards.



Figure 3.6 The Ba(c)ker's Ramadan Edition



Figure 3.7 Ramadan Edition Packaging



Figure 3.8 Instagram Content

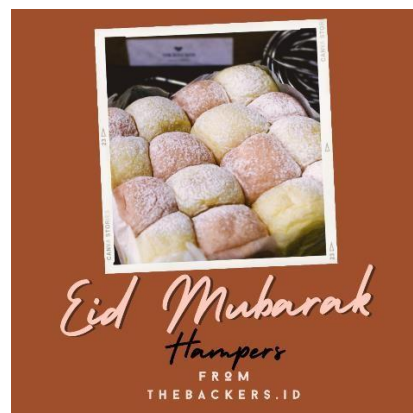


Figure 3.9 Instagram Content

The Ba(c)ker sells 10 boxes of Japanese Milk Buns and 6 packs of Spring Rolls during the event.



Figure 3.10 Instagram Insights



Figure 3.11 Instagram Insights

Instagram Insights is a feature on Instagram. The use of this feature is to analyze, to provide data of the followers actions regarding the user post so that the user can know the most effective content to be published on Instagram. One of the feature is “reach” in which the feature let the marketing division know how many accounts viewed the content of The Ba(c)ker. While other feature “Impressions” let the marketing division knows how many times any Instagram users checked The Ba(c)ker ontents. The Instagram users who can see the content of The Ba(c)ker are not only the followers but public, and they can find and see it from the hashtags that The Ba(c)ker made.

Based on the data in the picture, Instagram accounts that saw posts of the Ramadhan Edition reached are around 50 Instagram accounts. For the impressions, reached around 70 Instagram accounts.

3. Interact on social media

As a marketing staff, the writer carries out various innovations by following the existing development. The marketing staff create a mini quiz on Instagram to invite the followers to interact through the comments column on Instagram.

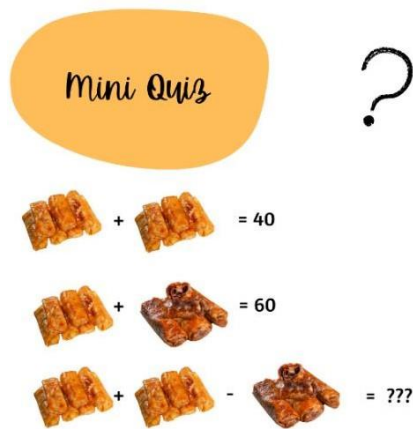


Figure 3.12 Mini Quiz

Post Insights	
Discovery ⓘ	
	85
	Accounts reached 37% weren't following thebacker.id
Follows	N/A
Reach	85
Impressions	101
From Home	56
From Hashtags	22
From Profile	13
From Other	10

Figure 3.13 Instagram Insights

Based on the data in the picture, Instagram accounts that saw posts of the mini quiz reached are around 85 accounts. For the impressions, reached around 100 Instagram accounts.

4. Create content and update on social media

The marketing staff also control the social media every day. It is important to know the effectiveness of promotion and content distribution, and to know when followers on Instagram are active.



Figure 3.14 Instagram Insights

Based on the data in the picture, Instagram accounts that reached The Ba(c)ker are around 247 accounts in a month. For the content interaction, reached around 234 Instagram accounts in a month. Instagram insight is useful for marketing staff to find out information about posted content such as calculate the content achievement and performance of each post, find out how many interactions on Instagram, and find out follower personal data such as gender and age. These things make it easier for marketing staff to find out if followers on Instagram are interested.

C. Problem and Solution

Industrial Placement is a program to gain experience for the writer. Based on the experience that the writer gets, the writer found several problems in work activities. Starting to deal with customer problems, the writer needs to adapt with the job placement position as a sales and marketing. Other than that, the writer needs to think about content that attracts customer attention. The writer should be confident with the job to work properly.

Other than that, there is a slight revision with the menu proposed and the sales target from the business proposal at the beginning of the project. This revision is important as it is due to the major problems in the internal production team, such as limited human resources. The team has discussed with each advisor to revise the target. Below are sales tables for Japanese Milk Buns and Spring Rolls.

Table 3.3 Japanese Milk Buns Sales

Month	Promotion Activity	Sales Target Revision	Sales Realization	Problems & Feedback
January-February	First sale in February through the online system on Instagram, holding a Valentine and Chinese New event	16 boxes a month	18 boxes a month	Problems : the texture is not too soft Feedback : the bread has a delicious taste and a lot of chocolate

				filling, good packaging and greeting cards
March	Upload daily content on Instagram	16 boxes a month	16 boxes a month	Problems : the chocolate inside the bread too melted Feedback : the texture of the bread is soft
April	Holding Ramadan event, upload daily content on Instagram during Kartini's day	16 boxes a month	11 boxes a month	Problems : the texture of the bread is not soft enough Feedback : fast delivery and a lot of coffee filling
May	Holding Ramadan Event	16 boxes a month	16 boxes a month	Problems : the coffee filling is not a lot enough Feedback : the taste of bread is delicious
June	Upload daily content on Instagram	16 boxes a month	5 boxes a month	Problems : the chocolate hazelnut

				<p>filling is not a lot enough</p> <p>Feedback : the taste of the bread is delicious, safe packaging</p>
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Table 3.4 Spring Rolls Sales

Month	Promotion Activity	Sales Target Revision	Sales Realization	Problems & Feedback
January-February	First sale in February through the online system on Instagram	12 packs a month	21 packs a month	<p>Problems : the spring roll skin tasted a little bitter</p> <p>Feedback : the taste of spring rolls is delicious</p>
March	Upload daily content on Instagram	12 packs a month	22 packs a month	<p>Problems : the filling of cheese spring rolls is not a lot enough</p> <p>Feedback : the taste of spring rolls is delicious and crunchy</p>
April	Holding Ramadan event, upload daily content on Instagram during Kartini's day	12 packs a month	14 packs a month	<p>Problems : the filling of cheese spring rolls is not a lot enough</p>

				Feedback : the taste of spring rolls is delicious
May	Hold a 10% discount promo	12 packs a month	41 packs a month	Problems : the filling is not a lot enough Feedback : the taste of spring rolls is delicious
June	Upload daily content on Instagram	12 packs a month	9 packs a month	Problems : the filling is not a lot enough Feedback : crunchy texture

**notes: 1 pack contains 10 spring rolls*

During 5 months of sales, The Ba(c)ker reached the sales target. From January to June, The Ba(c)ker sells averagely 14 boxes of Japanese Milk Buns, and 22 packs of Spring Rolls monthly.