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## Data komplain

MASALAH PLANT 2														
UKURAN	MASALAH	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	TOTAL
20 X 25	Belang			44									44	
	Melengkung												0	
	Beda Size												0	
	Retak Rambut												0	
	Pinhole												0	
	Crack												0	
	Gompel												151	
	Rapuh	1,635	27	297	100	32	485	216	107				2,799	
	Cacet Printing												0	
	Cacet Glasur												0	
	Cacet kotoran body												0	
	Watermark												0	
	Pecah karena dus lepas								206				206	
	Yellow Ink di dus export												0	
	Tulisan di dus beda dgn isinya												0	
	Motif berbeda antar Plant												0	
	Barang kurang dalam kemasan												384	
	Banyak ser & size dim 1 pengiriman												0	
	TOTAL	1,635	27	341	516	485	216	364	0	0	0	0	3,584	
MASALAH PLANT 2														
UKURAN	MASALAH	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	TOTAL
25 X 40	Belang			49										49
	Melengkung													0
	Beda Size													0
	Retak Rambut													0
	Pinhole													0
	Crack													0
	Gompel													290
	Rapuh	90	200		6	13								19
	Cacet Printing													0
	Cacet Glasur													0
	Cacet kotoran body													0
	Watermark													0
	Pecah karena dus lepas													0
	Yellow Ink di dus export													0
	Tulisan di dus beda dgn isinya													0
	Motif berbeda antar Plant													0
	Barang kurang dalam kemasan													0
	Banyak ser & size dim 1 pengiriman													0
	TOTAL	90	200		6	13								290

  

JENIS MASALAH	JUMLAH	%
Belang	564	4%
Melengkung	4,465	35%
Beda Size	1,300	10%
Retak Rambut	1,131	9%
Pinhole	0	0%
Crack	147	1%
Gompel	1,117	9%
Rapuh	3,339	26%
Cacet Printing	0	0%
Cacet Glasur	165	1%
Cacet kotoran body	0	0%
Watermark	0	0%
Pecah karena dus lepas	252	2%
Yellow Ink di dus export	0	0%
Tulisan di dus beda dgn isinya	0	0%
Motif berbeda antar Plant	0	0%
Barang kurang dalam 1 pallet	386	3%
Banyak ser & size dim 1 pengiriman	0	0%
TOTAL	12,866	100%

  

MASALAH	PERSEN
Belang	10%
Retak Rambut	14%
Pinhole	32%
Melengkung	35%

## Strategi Promosi



Pameran KERAMIKA



Iklan di bus DAMRI



Reklame



Wall painting



Sponsorship





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**UN**  **Arwana Ceramic Tiles**

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for your **home**



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SAI GLOBAL

Certified System  
Environment ISO 14001  
SAI GLOBAL



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AWARD  
2012 : The Best Brand Ceramic Tiles  
2012 : The Most Popular Ceramic Tiles  
2011 : The Largest Single Glaze Ceramic Tile  
2011 : The Best Ceramic Tiles  
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