

# DEVELOPMENT STRATEGY OF AC DISTRIBUTOR BUSINESS NETWORK IN BEKASI REGION INDONESIA

## ABSTRAK

**Abstract:** *This study aims to develop the Air Conditioner distributor business network and evaluate the industrial environment. The research method uses development research. The study used primary data in the form of questionnaire with the results of interviews obtained from three categories of respondents in the Bekasi area, namely three Air Conditioner distributors, three internal employees of Air Conditioner principals in Bekasi branch, and three Air Conditioner consumers in Bekasi area. The results of the research prove that sales of air conditioners depend on distributors, so that in developing a business network distributors Air Conditioner in the Bekasi area must have strong support from the Air Conditioner principals, especially the marketing and sales departments. Flexible performance between marketing and sales can help Air Conditioner distributors develop their Air Conditioner business network. Marketing provides support in the form of distributor activities in making sales and the sales party supports distributors in how to sell Air Conditioner products to customer.*

**Keyword:** *Value Chain Analysis, Analisis SWOT, Analisis IE, Balance Scorecard, Network Development Strategy*

**Abstrak:** *Penelitian ini bertujuan pengembangan jaringan bisnis distributor AC dan mengevaluasi lingkungan industri. Metode penelitian menggunakan riset pengembangan. Penelitian menggunakan data primer berupa kuesioner dengan hasil wawancara yang didapat dari tiga kategori responden di wilayah Bekasi, yaitu tiga distributor AC, tiga karyawan internal prinsipal AC cabang Bekasi, dan tiga konsumen AC di wilayah Bekasi. Hasil penelitian membuktikan penjualan AC bergantung dari distributor, sehingga dalam mengembangkan jaringan bisnis distributor AC di wilayah Bekasi harus mempunyai dukungan yang kuat dari pihak prinsipal AC terutama bagian marketing dan sales. Kinerja antara marketing dan sales secara fleksibel dapat membantu distributor AC dalam mengembangkan jaringan bisnis AC. Marketing memberikan dukungan berupa kegiatan distributor dalam melakukan penjualan dan pihak sales mendukung distributor cara menjual produk AC kepada customer.*

**Keyword :** *Value Chain Analysis, Analisis SWOT, Analisis IE, Balance Scorecard, Strategi Pengembangan Wilayah*