

CHAPTER IV

CONCLUSION AND SUGGESTION

In this chapter, I would like to give an overall conclusion of my thesis and also give suggestions to the Aqua Golden Mississippi Company.

The Aqua Golden Mississippi Company has problems in making Aqua brand different from the others when the customers cannot differentiate the product. As a brand, Aqua is not strong enough to make the customers more aware and loyal to its brand. Some of the customers regard Aqua as generic product, not as distinctive mineral water product. The customers do not realize that Aqua is not only a brand but also a trade mark, so they do not mind if the sellers give them a different brand although what they actually ask is Aqua.

According to the information that I find on the company's website, the Aqua Golden Mississippi Company has done some effective ways to make Aqua brand stronger. The Aqua Golden Mississippi does some promotional efforts which are intended to educate its customers and inform them about the benefits of Aqua mineral water so that the customers will be

more aware of and more loyal to the product. The company hopes that it can also change the perception of the customers about the product so that the brand will be stronger. In doing the promotion, the Aqua Golden Mississippi Company gives some prizes, makes new slogan at their website, gives quizzes, and also gives testimonials to its customers. I find that these promotional efforts which have been taken by the Aqua Golden Mississippi Company match with the branding theories stated by Philip Kotler, Freddy Rangkuti, and also David A. Aaker.

I would also like to give some suggestions for the progress of Aqua Golden Mississippi Company. The company can do other promotional efforts in order to increase customers' awareness and loyalty, for instance: giving one cup of Aqua mineral water products for free to the customers if they buy one Aqua bottle in 1 liter size bottle. The company can also make advertorials in local newspapers or magazines containing information and facts about Aqua mineral water, or give charity for education or other social activities by giving Rp.100 to charity for each selling of Aqua mineral water of any sizes. They can also hold a talk show featuring famous celebrities or famous doctors giving tips on healthy living. Besides, the company can also do research by spreading the questionnaire about Aqua fact to know how far is the perception of the customers. I hope that these suggestions can support the Aqua Golden Mississippi Company's attempts to make Aqua brand stronger.

