

CHAPTER IV

CONCLUSION

In this final chapter, I will present the conclusion and suggestion of the problem that BIMA TOUR has. In the previous chapters I have explained the problem that BIMA TOUR has. I find that the causes of the problem are BIMA TOUR did not employ any marketing staffs, besides, BIMA TOUR and I did not apply appropriate approach to the customers. I also find that the problem creates several effects, namely BIMA TOUR got low revenue and had unhappy employees. I propose three potential solutions: First, BIMA TOUR should join exhibitions to market their products, second, BIMA TOUR should add new variety of their tour packages, and the third the performance or the quality of customer service staff must be improved by giving them training about becoming good and qualified customer service.

After analyzing the potential positive and negative effects of each potential solution, I think combining the three potential solutions is the best solution to be applied in solving the problem that the BIMA TOUR has. Joining exhibitions should be done by BIMA TOUR because it is a powerful tool for the company to show its products to the customers. Besides, by joining the exhibitions,

the company will be able to interact with the customers directly and attract potential customers. Furthermore, BIMA TOUR will learn the market demands and get the data which the company needs to improve their products and develops more strategy to promote the products. To join exhibitions, BIMA TOUR will need more products to display. That is why adding more variety on the products, in this case travel packages, is also important. This will give more options to the customers and help the marketing staff to offer the most suitable products to the customers. In order to make the first and second potential solutions run well, BIMA TOUR should improve the quality of the customer service staff by giving them training to become good and qualified customer service. Since customer service staff is the front line team of the company which deal directly with the customers, they play an important role to create a good impression of the company. Good impression will lead to the customers' decision to close the deal with this company. In other words, customer service staffs' role is very important for the success of a company, especially in getting customers.

In conclusion, all the potential solutions are well connected. With the problem that BIMA TOUR has, which is a lack of the customers, those potential solutions can be used to solve the problem. By applying the solutions and doing them step by step, I am sure that BIMA TOUR will be able to overcome the problem. Moreover, it can increase the number of customers and finally become a successful company.