

CHAPTER IV

CONCLUSION

In the previous chapters, I have discussed the problem of the lack of customers during my internship at PanoramaWorld from 4 February 2013 until 29 June 2013. Based on the analysis, I find that there are three causes of the problem. The first cause is PanoramaWorld did not do enough promotion. The second cause is PanoramaWorld holiday packages do not have enough variety. While the third cause is PanoramaWorld at Cihampelas is the youngest PanoramaWorld branch that has been established in Bandung. The problem also creates some effects for PanoramaWorld. The first effect is PanoramaWorld could not reach the expected profit. The second effect is demotivation of PanoramaWorld's employees. In the previous chapters, I have proposed three potential solutions to overcome the problem. The first potential solution is PanoramaWorld should do more promotion. The second potential solution is PanoramaWorld should improve the variety of tour packages to increase competitiveness. The last potential solution is PanoramaWorld should do penetration pricing strategy.

In my opinion, the best potential solution to overcome the problem that PanoramaWorld encounters is a combination of all the potential solutions. Firstly, PanoramaWorld should do more promotion. Promotion will help PanoramaWorld to explain and give potential customers awareness about PanoramaWorld's packages and service, so the potential customers will be attracted, educated, reminded and convinced to join PanoramaWorld's tour packages. Along with doing more promotion, PanoramaWorld should also improve the variety of tour packages. The variety of products will increase the competitiveness because it can give potential customers extra flexibility to choose the most desirable package. Beside those two potential solutions, PanoramaWorld also should do penetration pricing strategy. Penetration pricing strategy will help PanoramaWorld to increase the number of customers rapidly.