



“PT XYZ”
GOLF COURSE
COMPANY

**Strategic Marketing Analysis of
Golf Course Company “PT XYZ” :
Leveraging Digital
Transformation
and Customer Engagement**

ANDARU PUTRA — 22231020

INDIVIDUAL PROJECT

THESIS DEFENSE

Get Started



Academic Supervisor :

Prof. Ir. HM Roy Sembel, MBA, Ph.D, CSA, CIB, CIIM

Dr. Melinda Malau, SE, MM, CPA, CBV, CFRM, CFA



“PT XYZ” GOLF COURSE COMPANY



Individual Project Case Study
Strategic Marketing Analysis of Golf Course Company “PT. XYZ”
Leveraging Digital Marketing Transformation

Consent Form

Andaru Putra
IPMI Institute
Master of Business Administration Program
Pb: +62 812 1971 1190
Email: andaru.putra@ipmi.ac.id

I am writing to formally grant my consent for the use of “PT. XYZ” as a case study for “Strategic Marketing Analysis of Golf Course Company “PT. XYZ”: Leveraging Digital Marketing Transformation”. I, Andaru Putra, understand the purpose of this study and willingly authorize the utilization of information related to “PT. XYZ”.

By providing this consent, I acknowledge that:

- The information gathered from “PT. XYZ” will be used exclusively for the stated education research purposes.
- Confidential or sensitive data, if any, will be handled with utmost care and will not be disclosed without explicit permission.
- The findings of the case study may be shared in academic, professional, or research-related context, ensuring anonymity and confidentiality as required.

Regards,



ANDARU PUTRA
IPMI MBA Student



Mr./Mrs. X
Marketing Manager



Individual Project Case Study
Strategic Marketing Analysis of Golf Course Company “PT. X”
Leveraging Digital Marketing Transformation

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ANDARU PUTRA
IPMI MBA Student



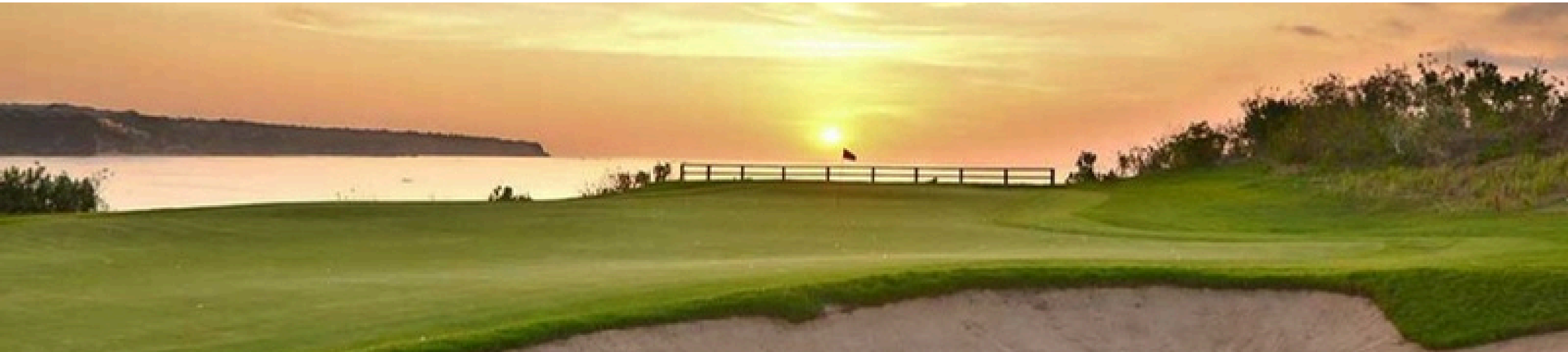
ARYO BIMO L
Source Person





PROJECT OUTLINE

This project will create a strategic marketing plan for “PT XYZ” to enhance marketing strategies, leverage digital tools, target market segments, and strengthen brand identity.



01

Introduction

02

**Literature
& Project Desc.**

03

Methodology

04

Findings

05

**Conclusion
& Recommendation**



ABSTRACT

This project provides a strategic marketing analysis for PT XYZ, the largest golf course management and property development company in Indonesia. The golf industry in Indonesia has experienced significant growth, driven by increasing interest in recreational activities, particularly among younger and tech-savvy demographics. However, despite being an industry leader, PT XYZ has not fully capitalized on this trend, facing challenges such as outdated marketing strategies, limited digital presence, and ineffective customer engagement. The primary objectives of this project are to improve PT XYZ's marketing strategies, enhance its digital marketing efforts, and address the company's fragmented brand identity. To achieve these objectives, a comprehensive approach is employed, integrating various methodologies such as the 7Ps of marketing, Integrated Marketing Communications (IMC) Framework, SWOT, TOWS, PESTLE, and VRIO analysis. The project is structured over a six-month timeline, which includes extensive data collection, analysis, and strategic planning. Key deliverables comprise a Marketing Strategy Report, Digital Marketing Plan, Market Segmentation and Targeting Framework, and Brand Identity Enhancement Plan. The discussion emphasizes the importance of aligning marketing strategies with current market trends and consumer behavior, highlighting that PT XYZ's outdated approach has led to missed opportunities and a weakened market position. The conclusion underscores the necessity for PT XYZ to adopt more innovative and digitally focused marketing strategies to remain competitive. Implications of the findings suggest that investing in digital marketing platforms, enhancing customer engagement through personalized experiences, and refining brand identity can significantly improve market positioning. Limitations include reliance on secondary data and a focus on the Indonesian market, which may not fully capture global industry trends. Recommendations for future research involve conducting primary studies to gain deeper insights into consumer preferences and competitive analysis study with similar company.

INDUSTRY BACKGROUND

Golf is currently one of the sports that has become popular among the public since COVID-19, including the millennial generation. which was previously associated with the elderly from the upper class, has now become a sport accessible to a broader segment of society.

36,6 mio

Total Players Globally

170,000+

Total Players in Indonesia

170

Golf Facility in Indonesia



“PT XYZ” GOLF COURSE COMPANY

US\$ 2.82 Billionn

Total Revenue

5.27%

Expected CAGR in 2024

US\$ 0.8 Billionn

Golf Eq. Revenue

> 10%

Expected CAGR in 2030

1,200+ player/day

In Jabodetabek Only

250.000m²

Golf Facility Area

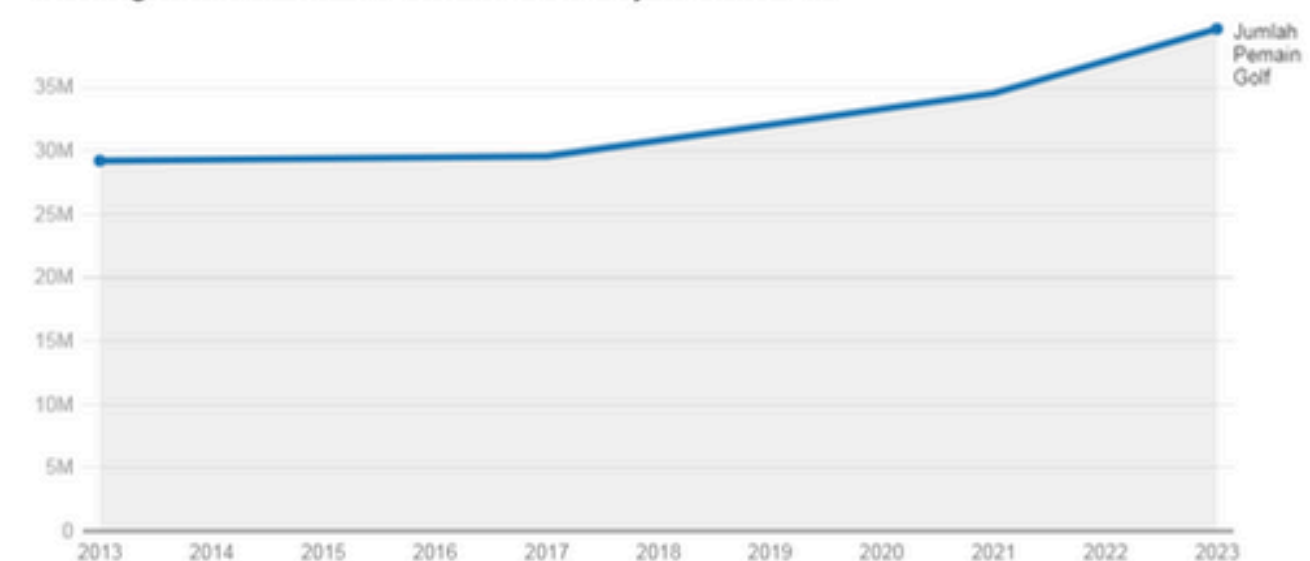


319 Course

in Thailand

244 Course

in Malaysia



Source: R&A Grup • Get the data • Created with Datawrapper

Race Circuit GC

Bogor, West Java



GWK Golf

Badung, Bali



White Stone GC

Belitung, Kep. Riau



“The first Indonesian Golf-related Company to go public”



“PT XYZ” GOLF COURSE COMPANY

“PT XYZ” was established in 1996, is headquartered in Bogor, West Java, Indonesia. The company has carved a niche for itself in the management consulting and golf course management sectors, alongside its ventures in property development and associated supporting facilities through its subsidiaries.

04

Vision

“Developing integrated and innovative tourism and property areas.”

Mission

- Quality Tourist Destinations
- Innovative and Sustainable Properties
- Environmental and Cultural Conservation
- Technology for Efficiency
- Partnership Strategy
- Business Integrity
- Active in Tourism Promotion



“PT XYZ”
GOLF COURSE
COMPANY

FINANCIAL ANALYSIS



INFORMATION	December 31		
	2023	2022	2021
ASSETS			
CURRENT ASSETS			
Cash and cash equivalents	74.796.821.672	39.188.816.231	15.025.173.375
Trade receivables			
Related Parties	180.016.174	431.565.307	662.285.945
Third parties – net	1.649.183.584	1.692.492.177	1.189.192.693
Other receivables			
Related parties	135.809.909.891	80.183.711.289	51.905.663.371
Third parties – net	551.613.337	62.335.063.045	61.247.591.764
Inventories	21.865.486.369	2.919.581.801	2.733.672.385
Advances	6.636.540.960	9.405.087.866	6.533.625.228
Prepaid expense	72.161.004	26.982.175	52.651.907
Prepaid taxes	1.914.733	-	69.591.118
Deferred charges	14.697.450.000	-	-
Total Current Assets	256.261.097.724	196.183.299.891	139.419.447.786
NON-CURRENT ASSETS			
Other long-term investment	7.619.068.000	6.611.569.000	-
Investments in associates	446.933.730.785	25.810.334.813	10.336.869.585
Advances	4.053.897.600	-	-
Deferred tax assets	2.743.662.104	2.373.608.204	6.335.338.006
Fixed assets – net	7.042.991.389.708	390.402.456.650	400.927.462.903
Other non-current asset	3.937.511.333	4.160.389.333	4.383.267.333
Total Non-Current Assets	7.508.279.259.530	429.358.358.000	421.982.937.827
TOTAL ASSETS	7.764.540.357.254	625.541.657.891	561.402.385.613

FINANCIAL ANALYSIS



LIABILITIES AND EQUITY

LIABILITIES

CURRENT LIABILITIES

Trade payables - third parties	2.807.357.875	2.999.586.345	3.329.362.570
Other payables			
Related parties	27.793.635.658	71.610.272.969	72.208.575.285
Third parties	76.787.998.602	75.265.218.641	30.430.119.893
Accrued expenses	22.037.233.042	9.561.907.687	9.053.825.463
Unearned revenues	13.489.711.253	3.208.986.235	3.210.339.406
Taxes payable	9.764.504.310	12.047.257.778	12.734.511.426
Current maturities of consumer financing payables	601.425.208	36.141.783	90.884.590
Total Current Liabilities	153.281.865.948	174.729.371.438	131.057.618.633

NON-CURRENT

LIABILITIES

Consumer financing payables, net of current maturities	106.798.053	-	-
Unearned revenues	16.662.552.550	18.704.170.197	19.716.104.317
Refundable membership fees	557.040.000	557.040.000	557.040.000
Estimated liabilities for employee benefits	12.189.284.168	10.468.763.898	12.688.142.669
Total Non-Current Liabilities	29.515.674.771	29.729.974.095	32.961.286.986
TOTAL LIABILITIES	182.797.540.719	204.459.345.533	164.018.905.619

FINANCIAL ANALYSIS



INFORMATION	2023	December 31 2022	2021
EQUITY			
Share capital – par value of Rp 500,000 per share Authorized - 200,000 shares Issued and fully paid – 176,838 shares consisting of 175,686 Series A shares and 1,152 Series B shares as of December 31, 2023 and 175,686 Series A shares as of December 2022 and 2021	88.419.000.000	87.843.000.000	87.843.000.000
Deposits for future stock subscription	350.000.000.000	60.217.700.000	60.217.700.000
Retained earnings			
Appropriated	17.683.800.000	-	-
Unappropriated	21.672.364.274	269.538.403.381	244.004.902.173
Other comprehensive income	7.103.474.729.589	3.012.625.602	4.847.446.357
Total equity attributable to the owners of the Parent Entity	7.581.249.893.863	420.611.728.983	396.913.048.530
Non-controlling interests	492.922.672	470.583.375	470.431.464
TOTAL EQUITY	7.581.742.816.535	421.082.312.358	397.383.479.994
TOTAL LIABILITIES AND EQUITY	7.764.540.357.254	625.541.657.891	561.402.385.613

FINANCIAL ANALYSIS



INFORMATION	December 31		
	2023	2022	2021
NET REVENUES	177.582.018.034	111.630.826.260	72.658.242.193
COST OF REVENUES	(65.139.719.812)	(46.120.193.253)	(39.961.672.673)
GROSS PROFIT	112.442.298.222	65.510.633.007	32.696.569.520
Selling expenses	(1.275.939.386)	(881.573.946)	(867.385.561)
General and administrative expenses	(39.718.049.709)	(39.718.049.709)	(39.718.049.709)
INCOME (LOSS) FROM OPERATIONS	71.448.309.127	32.264.940.858	(505.271.075)
Finance income	1.664.105.553	1.264.341.086	781.030.071
Share of losses of associates	(2.199.549.878)	(1.783.945.786)	(1.560.156.406)
Finance costs	(104.419.377)	(118.082.568)	(66.153.029)
Other income (expenses) – net	(947.116.592)	1.805.692.089	1.160.954.225
INCOME (LOSS) BEFORE INCOME TAX	69.861.328.833	33.432.945.679	(189.596.214)
INCOME TAX BENEFIT (EXPENSE)			
Current	(10.082.102.030)	(4.172.574.534)	(1.548.930.154)
Deferred	397.287.245	(3.726.723.381)	1.706.523.008
INCOME TAX BENEFIT (EXPENSE) – NET	(9.684.814.785)	(7.899.297.915)	157.592.854
NET INCOME (LOSS) FOR THE YEAR	60.176.514.048	25.533.647.764	(32.003.360)

FINANCIAL ANALYSIS



OTHER

COMPREHENSIVE INCOME

Items that will not be reclassified to profit or loss:

Revaluation surplus	6.676.056.990.692	-	-
Share of other comprehensive income			
Of associates	423.322.945.850	(133.408.917)	-
Changes in the fair value of other long-term investment	1.007.499.000	(2.534.611.069)	-
Remeasurement of estimated liabilities for employee benefits	123.787.932	1.068.211.007	1.807.472.836
Related income tax	(27.233.345)	(235.006.421)	(397.644.024)
TOTAL COMPREHENSIVE INCOME FOR THE YEAR	7.160.660.504.177	23.698.832.364	1.377.825.452

FINANCIAL ANALYSIS



NET INCOME (LOSS) ATTRIBUTABLE

TO :

Owners of the parent entity	60.176.060.893	25.533.501.208	(32.041.004)
Non-controlling interests	453.155	146.556	37.644
TOTAL	60.176.514.048	25.533.647.764	(32.003.360)

**TOTAL COMPREHENSIVE
INCOME ATTRIBUTABLE**

TO:

Owners of the parent entity	7.160.638.164.880	23.698.680.453	1.377.780.931
Non-controlling interests	22.339.297	151.911	44.521
TOTAL	7.160.660.504.177	23.698.832.364	1.377.825.452

**BASIC AND DILUTED
EARNINGS (LOSS) PER SHARE**

	3,431	1,456	(0,002)
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INTERVIEW w/ MANAGER



Author	<i>Can you tell me about the main challenges “PT XYZ” is facing with its current marketing strategies?</i>
Mr./Mrs. “X” (Marketing Manager)	<i>Sure. One of the biggest issues we’re dealing with is that our marketing strategies are quite outdated. They just don’t resonate with the modern consumer. This disconnect has really limited our competitive edge in this fast-evolving market.</i>
Author	<i>That sounds like a significant hurdle. How about your digital marketing efforts?</i>
Mr./Mrs. “X” (Marketing Manager)	<i>Our online presence is still weak and our customer engagement is fairly low, especially compared to our more digitally-savvy competitors. This is a major barrier to reaching a broader audience and building stronger connections with potential customers.</i>
Author	<i>I see. What about your approach to market segmentation?</i>
Mr./Mrs. “X” (Marketing Manager)	<i>That’s another problem area. We lack targeted marketing efforts, which means our campaigns often don’t resonate with specific market segments. This inefficiency leads to wasted resources and sub-optimal outcomes in our marketing efforts.</i>
Author	<i>And how does this affect your brand identity?</i>
Mr./Mrs. “X” (Marketing Manager)	<i>Our brand identity is quite fragmented. Despite being a strong player in the golfing and resort industry, we don’t have a cohesive and compelling image that consistently attracts and retains customers. This fragmented brand image is a significant issue in such a competitive environment.</i>
Author	<i>These insights certainly highlight some critical areas that need addressing. Thank you for sharing.</i>



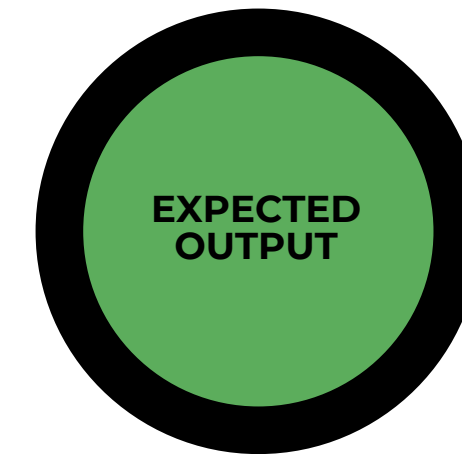
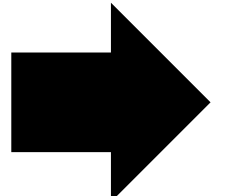
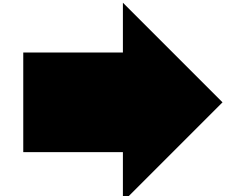
***conducted on 13th July 2024
at Race Circuit GC, Bogor**

INTERVIEW w/ CUSTOMER



<p>Author</p>	<p>How did you first hear about “PT XYZ”? Was it through any ads or promotions?</p>
<p>Mr. Bimo, Aryo (Source Person)</p>	<p>Actually, I heard about it from a friend. He mentioned that the course has a really nice ambiance, kind of relaxed and beginner-friendly, which is great for someone like me who's just getting into golf. He also said that compared to other courses in the Bogor area, “PT XYZ” is relatively low-cost and much closer to Jakarta. That sounded perfect, so I decided to give it a try</p>
<p>Author</p>	<p>That’s good to know. So, the word of mouth played a big role in your decision. When you visited, did it meet your expectations based on what your friend told you?</p>
<p>Mr. Bimo, Aryo (Source Person)</p>	<p>Yeah, for the most part. The atmosphere was indeed decent, not too intimidating for a newbie like me. And my friend was right about the price—it’s quite affordable compared to the other courses in Bogor. Plus, the shorter drive from Jakarta was a big plus. But when I tried to look them up online before going, I didn’t find much. Their social media presence was almost nonexistent, and there weren’t many promotions or events advertised.</p>
<p>Author</p>	<p>So, despite the positive word of mouth, their online presence didn’t really back up what you heard?</p>
<p>Mr. Bimo, Aryo (Source Person)</p>	<p>Exactly. It’s strange because the place has so much potential—it’s beginner-friendly, reasonably priced, and close to the city, but they don’t seem to be promoting those advantages at all. You’d think they’d be highlighting those points to attract more people, especially beginners like me.</p>
<p>Author</p>	<p>Do you think this could impact how people perceive “PT XYZ”, especially compared to other golf courses in the area?</p>
<p>Mr. Bimo, Aryo (Source Person)</p>	<p>Definitely. If they don’t start promoting themselves better, especially online, they’ll miss out on a lot of potential customers. The other golf courses in Bogor are more active in their marketing—they regularly post on social media, offer promotions, and hold events that keep people engaged.</p>





www.xyznetresort.co.id

- Needs to innovate and differentiate its **marketing strategies**
- Needs to adapt to these changes by leveraging **digital marketing** channels
- Needs to Develop a tailored **marketing campaigns** that address the specific needs and preferences
- Needs to Establishing a strong and consistent **brand identity**

- How can “PT XYZ” innovate and differentiate its **marketing strategies** ?
- What **digital marketing** approaches can “PT XYZ” implement ?
- What strategies can “PT XYZ” use to develop targeted **marketing campaigns** ?
- How can “PT XYZ” establish and maintain a strong, distinctive **brand identity** ?

- Recommendation to Revitalize Outdated **marketing strategies**
- Recommendation to Expand **Digital Marketing** Efforts
- Recommendation to Develop Creative and Targeted **Marketing Campaigns**
- Recommendation to Strengthen and Clarify **Brand Identity**

LITERATURE



Marketing 7P' (Grand Theory)

The Marketing 7Ps framework, also known as the extended marketing mix, includes Product, Price, Place, Promotion, People, Process, and Physical Evidence. This model expands on the traditional 4Ps (Product, Price, Place, Promotion) to incorporate additional elements critical in service industries and modern marketing strategies (**Booms & Bitner, 1981**).

1 INNOVATION

Dodgson, Gann, and Salter (2005) highlight that successful marketing innovation requires a deep understanding of market dynamics, customer behavior, and technological advancements.

For PT Intra Golfink Resorts Tbk, this could include the development of unique promotional campaigns, introduction of innovative service offerings, and the use of advanced technologies to improve customer experiences.

2 DIGITAL MARKETING

Kotler, Kartajaya, and Setiawan (2017) note that the shift towards a more connected customer base necessitates integrating digital strategies to meet modern consumer expectations.

an effective online presence is crucial for business success. This project will focus on implementing a robust digital marketing strategy for PT Intra Golfink Resorts Tbk

3 MARKET SEGMENTATION

Kotler and Keller (2016) assert that segmentation is fundamental to modern marketing strategy, as it allows companies to focus their resources on the most profitable market segments.

By segmenting the market based on demographic, geographic, and behavioral criteria, tailored marketing strategies can be developed to meet the unique needs of each segment for PT Intra Golfink Resorts Tbk.

4 BRAND IDENTITY

According to Aaker (1996), brand identity encompasses the brand's core values, vision, and mission, and serves as a blueprint for how the brand is perceived by consumers.

By strengthening its brand identity, PT Intra Golfink Resorts Tbk can create a lasting impression on customers and establish a strong market presence.

STRATEGIC BUSINESS METHOD



SWOT Analysis

Evaluates internal strengths and weaknesses, along with external opportunities and threats, guiding strategic decision-making. (Dobrović and Tomičić, 2020; Poniewatie et al, 2022)



TOWS Matrix

Deepens SWOT analysis, leading to strategic plans by analyzing how internal strengths and weaknesses interact with external opportunities and threats. (Fitriani, 2022)



PESTLE Analysis

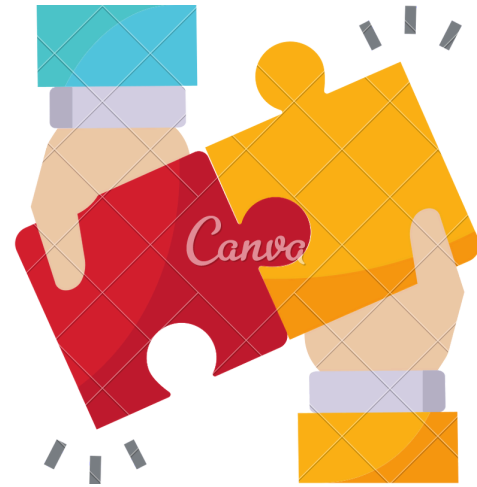
Assesses external factors (Political, Economic, Social, Technological, Legal, and Environmental) impacting organizations. (Akbalik & Çitilci, 2019)



VRIO Analysis

Assesses internal resources and capabilities based on their Value, Rarity, Imitability, and Organization to determine competitive advantage and long-term success. (Barney, 1991; Akhtar and Sultan, 2023)

MARKETING ANALYSIS METHOD



IMC Analysis





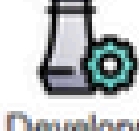


Integrated Marketing Communication (IMC) encompasses multiple elements such as advertising, public relations, direct marketing, digital marketing, and sales promotions, all working together to create a comprehensive communication strategy (Schultz & Schultz, 2003)



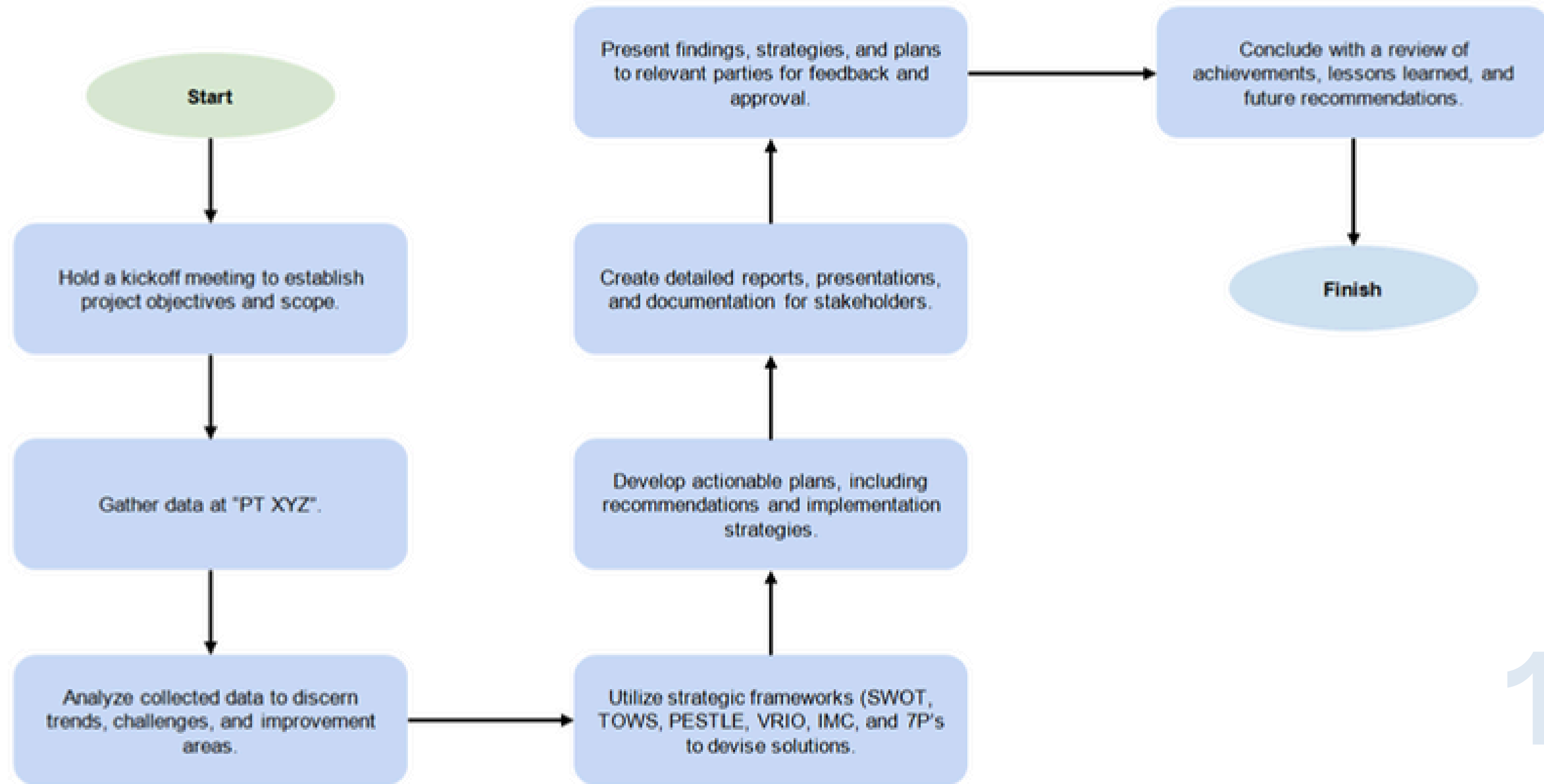
Marketing 7P's

The Marketing 7Ps framework, also known as the extended marketing mix, includes Product, Price, Place, Promotion, People, Process, and Physical Evidence. This model expands on the traditional 4Ps (Product, Price, Place, Promotion) to incorporate additional elements critical in service industries and modern marketing strategies (Booms & Bitner, 1981).

PROJECT TIMELINE

Week	Activity	Description
Week 1	 Project Kickoff	Initiate project by holding kickoff meeting with stakeholders, defining objectives and scope.
Week 2	 Data Collection	Collect data on "PT XYZ" Company Prospectus and Financial Report
Week 3	 Stakeholder Meetings	Conduct meetings with customers, management and internal stakeholders for data collection insights.
Week 4	 Data Analysis	Analyze collected data to identify trends, challenges, and potential areas for improvement.
Week 5	 Strategy Development	Develop strategic methodologies such as: SWOT, TOWS, PESTLE, VRIO, IMC and 7P's of Marketing
Week 6	 Documentation and Presentation Preparation	Prepare final documentation including reports, presentations, and implementation plans.
Week 7 - cont'd	 Project Continuity	Refine strategies based on stakeholder feedback, align with organizational goals, plan implementation and monitoring, and prepare for project handover.

PROJECT FLOW





Deliverables

The primary deliverable of this project will be a comprehensive strategic marketing plan for “PT XYZ”. innovating and improving current marketing strategies, effectively utilizing digital marketing tools, identifying and targeting specific market segments, and enhancing the brand identity of the company.

01

Marketing Strategy Report. This plan is to identify key strengths, weaknesses, opportunities, and threats (SWOT analysis) within the current marketing framework.

02

Digital Marketing Plan. This plan will detail specific digital marketing tools and platforms that can be utilized to enhance the company’s online presence and customer engagement.

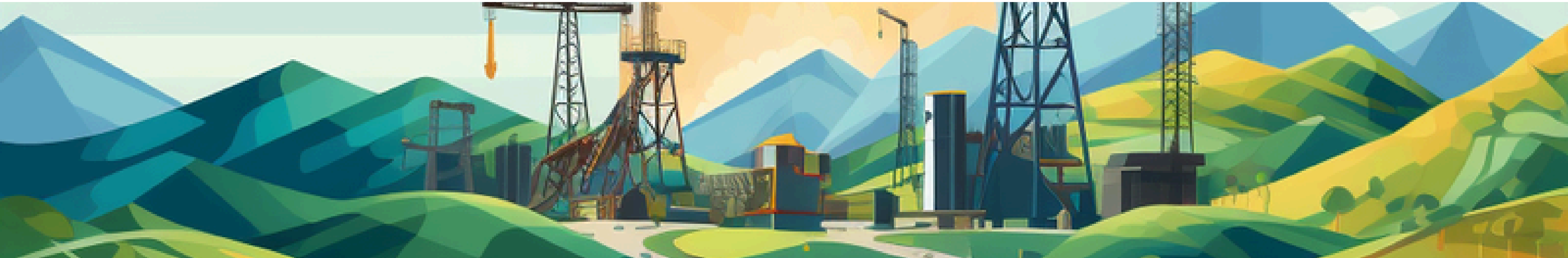
03

STP (Segmentation, Targeting, Positioning) model. This framework will identify key market segments based on demographic, psychographic, and behavioral criteria.

04

Brand Identity Enhancement Plan will be developed. This plan will analyze the current brand identity of “PT XYZ” and identify areas for improvement.

20



Political Factors

- **Government Regulations:** The Indonesian government has specific regulations regarding land use, environmental protection, and business operations that affect the development and management of golf courses.
- **Tourism Policies:** Government initiatives to promote tourism, including sports tourism, positively impact the golf industry.

Economical Factors

- **Economic Growth:** Indonesia's growing economy and rising disposable incomes contribute to an increase in leisure activities, including golf.
- **Interest Rates:** High interest rates could make borrowing for expansion projects more expensive, impacting the company's ability to grow.

Social Factors

- **Demographic Changes:** The demographic shift towards a younger, more tech-savvy population presents both challenges and opportunities.
- **Cultural Perceptions of Golf:** Golf is often perceived as an elite sport in Indonesia, limiting its appeal to a broader audience.

Tech. Factors

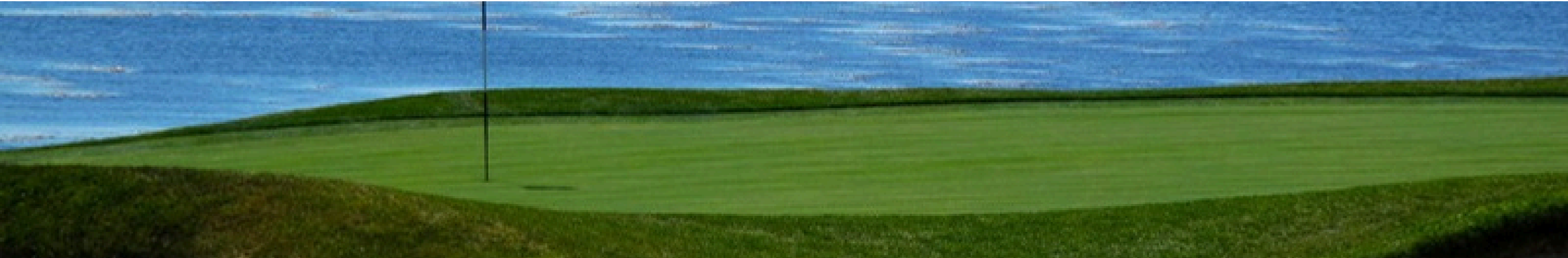
- **Digital Transformation:** The adoption of digital technologies in marketing, customer engagement, and operations management is critical for staying competitive.
- **Online System:** Implementing user-friendly online booking systems for tee times, memberships, and other services can improve customer satisfaction and operational efficiency.

Legal Factors

- **Compliance with Industry Regulations:** The golf industry is subject to various legal regulations, including land use laws, environmental regulations, and labor laws.
- **Labor Laws:** Adherence to local labor laws, including fair wages and working conditions, is necessary to maintain a positive reputation and avoid legal issues.

Envirnmt. Factors

- **Sustainability Practices:** As environmental awareness grows, there is increasing pressure on companies to adopt sustainable practices.
- **Climate Change:** Changing weather patterns could affect the golf industry, particularly in terms of course maintenance and playability.



SWOT

Strengths

- Established brand reputation in the golf industry.
- Prime locations of golf courses in high-demand areas.
- Strong financial performance and diversified revenue streams.
- Expertise in managing luxury golf courses and real estate.

Opportunities

- Growing interest in golf among younger demographics.
- Potential for expanding digital marketing efforts.
- Rising demand for integrated leisure and lifestyle destinations.
- Opportunity to tap into the wellness and health

Weaknesses

- Outdated marketing strategies.
- Limited digital presence and engagement.
- High operational costs for maintaining premium facilities.
- Limited customer segmentation and targeted marketing strategies.

Threats

- Intensified competition from existing and new players.
- Economic downturns affecting disposable incomes.
- Regulatory changes impacting land use and development.
- Environmental challenges, including climate change impacts on course conditions.

TOWS

Strengths-Opportunities (SO) Strategies

- Leverage strong brand identity to expand into new market segments (e.g., younger golfers).
- Utilize financial stability to invest in advanced digital marketing tools and platforms.

Strengths-Threats (ST) Strategies

- Invest in digital transformation to overcome limited online presence.
- Develop targeted campaigns using customer insights to capture emerging market opportunities.

Weaknesses-Opportunities (WO) Strategies:

- Enhance service offerings and customer experience to differentiate from competitors.
- Strengthen relationships with key stakeholders to navigate regulatory challenges.

Weaknesses-Threats (WT) Strategies

- Address internal inefficiencies by adopting best practices and technology solutions.
- Implement a comprehensive risk management plan to mitigate external threats.



Resource or Capability	Valuable?	Rare?	Costly to Imitate?	Organized to Exploit?	Competitive Implication
Prime Location of Golf Courses	Yes	Yes	Yes	Yes	Sustainable Competitive Advantage
Established Brand in the Golf Sector	Yes	No	Yes	Yes	Temporary Competitive Advantage
Experienced Management Team	Yes	No	No	Yes	Competitive Parity
Innovative Marketing Strategies	Yes	No	No	No	Temporary Competitive Advantage
Customer Loyalty and Relationships	Yes	No	Yes	Yes	Sustainable Competitive Advantage
Comprehensive Service Offerings	Yes	No	No	Yes	Competitive Parity

VRIO ANALYSIS

IMC ANALYSIS (1 OF 2)



Component	Current Implementation	Effectiveness	Opportunity for Improvement
Advertising	Limited presence in traditional media; sporadic online campaigns	Moderate	Increase frequency and consistency across channels
Public Relations (PR)	Minimal PR activities; reactive rather than proactive	Low	Develop a comprehensive PR strategy to build and maintain a positive brand image
Sales Promotion	Occasional discounts and membership offers	Moderate	Design more targeted and engaging promotions to drive customer acquisition and retention
Direct Marketing	Inconsistent email marketing campaigns; lack of personalization	Low	Implement a personalized email marketing strategy leveraging customer data

IMC ANALYSIS (2 OF 2)



Component	Current Implementation	Effectiveness	Opportunity for Improvement
Digital Marketing	Basic social media presence; limited SEO and content marketing efforts	Low	Expand and optimize digital marketing efforts, including content, SEO, and social media
Personal Selling	Relies heavily on in-person interactions	High	Integrate digital tools to enhance personal selling efforts and customer relationship management
Event Marketing and Sponsorship	Occasional events; no significant sponsorship activities	Low	Increase participation in industry events and explore sponsorship opportunities to boost brand visibility

MARKETING 7P'S (1 OF 2)



Element	Current Implementation	Effectiveness	Opportunity for Improvement
Product	High-quality golf courses and facilities; limited additional services	Moderate	Expand service offerings to include more amenities and recreational activities
Price	Premium pricing strategy; limited promotional pricing	Low	Introduce flexible pricing options and promotional offers to attract a broader customer base
Place	Strategically located courses; limited online booking capabilities	Moderate	Enhance online booking systems and explore new distribution channels
Promotion	Minimal integrated marketing efforts; low digital marketing presence	Low	Develop a comprehensive promotional strategy, integrating both traditional and digital channels

MARKETING 7P'S (2 OF 2)



Element	Current Implementation	Effectiveness	Opportunity for Improvement
People	Experienced staff; limited customer service training	Moderate	Invest in customer service training and development to enhance the customer experience
Process	Standardized operational procedures; lack of digital integration	Moderate	Streamline processes with technology, focusing on improving customer convenience and efficiency
Physical Evidence	Well-maintained courses; minimal branding elements on-site	High	Enhance on-site branding and create a more immersive brand experience for visitors

CONCLUSION

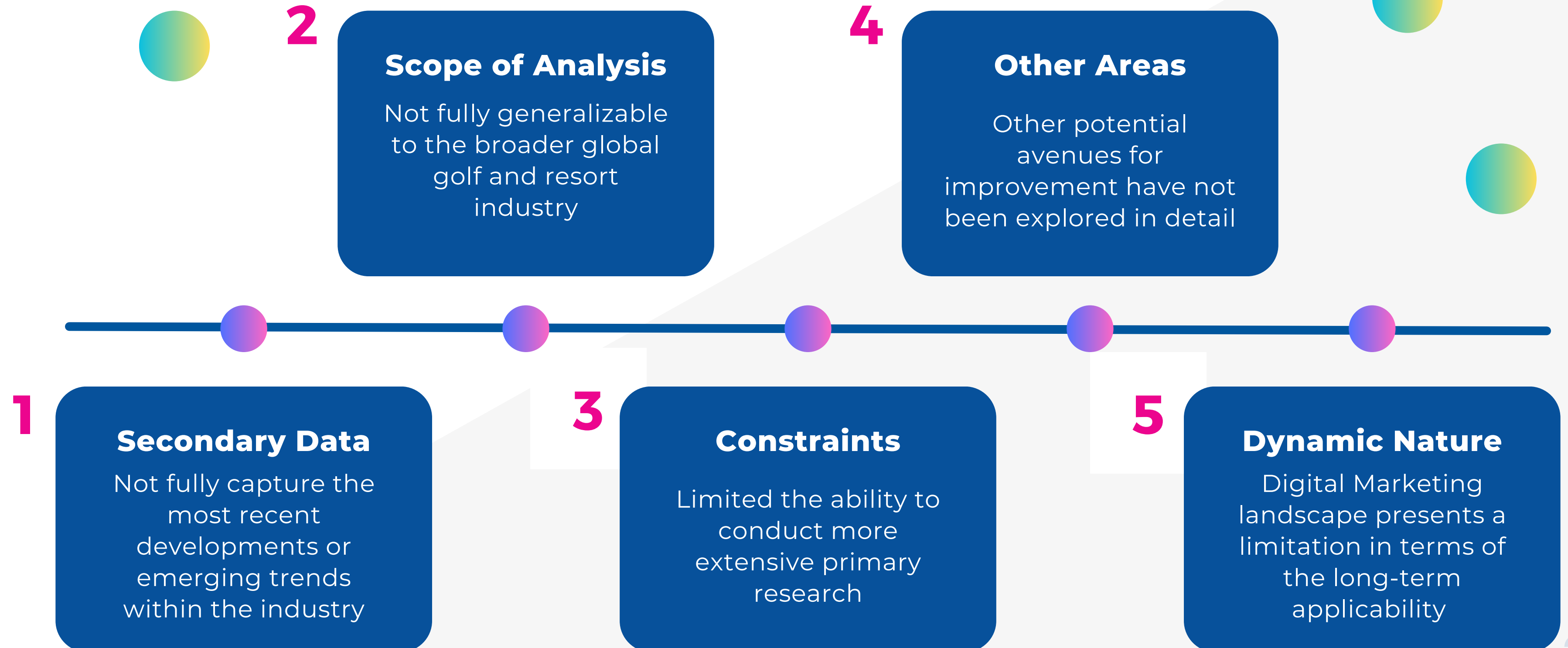
No.	Research Question	Conclusion
1	How can “PT XYZ” innovate and differentiate its marketing strategies ?	To maintain a competitive edge in the increasingly crowded golf course management and property development sectors, “PT XYZ” <u>must focus on innovating and differentiating its marketing strategies.</u>
2	What digital marketing approaches can “PT XYZ” implement ?	“PT XYZ” <u>must embrace comprehensive digital marketing strategies to engage effectively</u> with the evolving tech-savvy consumer base and enhance brand visibility.
3	What strategies can “PT XYZ” use to develop targeted marketing campaigns ?	<u>Accurate customer segmentation</u> is crucial for “PT XYZ” to develop targeted marketing campaigns that drive engagement a
4	How can “PT XYZ” establish and maintain a strong, distinctive brand identity ?	<u>Establishing and maintaining a strong, distinctive brand identity</u> is essential for “PT XYZ” to ensure consistent and effective communication of its unique attributes across all marketing channels.

IMPLICATION

No.	Element	Implication
1	ORGANIZATION	“PT XYZ” should prioritize modernizing its digital marketing strategies to better align with the evolving preferences of consumers.
2	INDUSTRY	The golf course management and property development industry in Indonesia should prioritize the integration of advanced digital technologies to stay competitive in an increasingly digitalized world.
3	BUSINESS	To enhance the competitive positioning of “PT XYZ”, the business should prioritize a comprehensive digital transformation strategy. This involves upgrading their online presence through a modern, user-friendly website and active social media engagement.
4	CUSTOMER	For the customers of “PT XYZ”, it is essential to understand the value and benefits that the company’s offerings bring to their leisure and lifestyle needs. The company should aim to educate its customers on the unique experiences provided by its golf resorts, which go beyond just golfing.



PROJECT LIMITATION



Recommendation

In light of the limitations encountered during this project, several suggestions for future research projects are recommended to build upon and expand the findings of this study

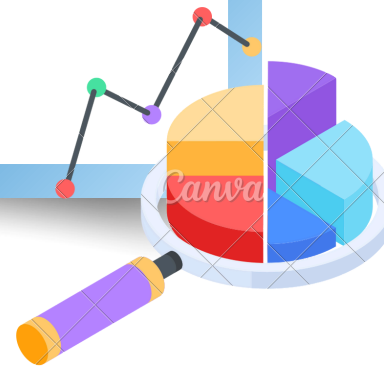
01

Future research should consider incorporating more extensive primary data collection methods



02

Comparative analysis of with similar companies operating in different regions or countries. imilar challenges and opportunities in diverse markets.



03

Explore the intersection of digital marketing strategies with other critical business functions,

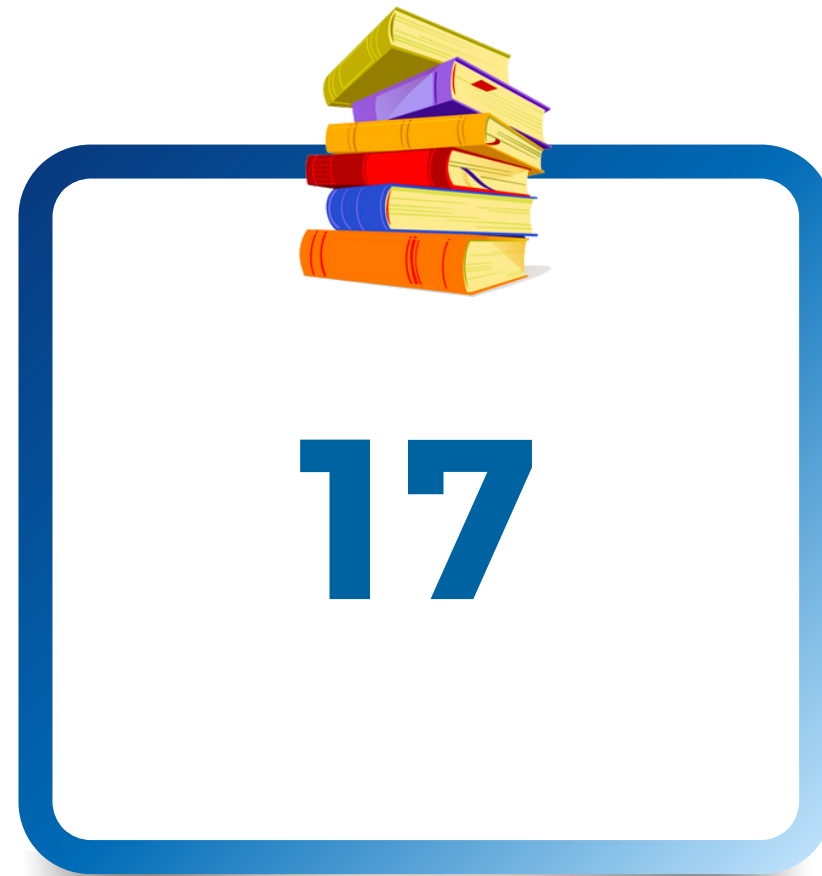


“PT XYZ”
GOLF COURSE
COMPANY

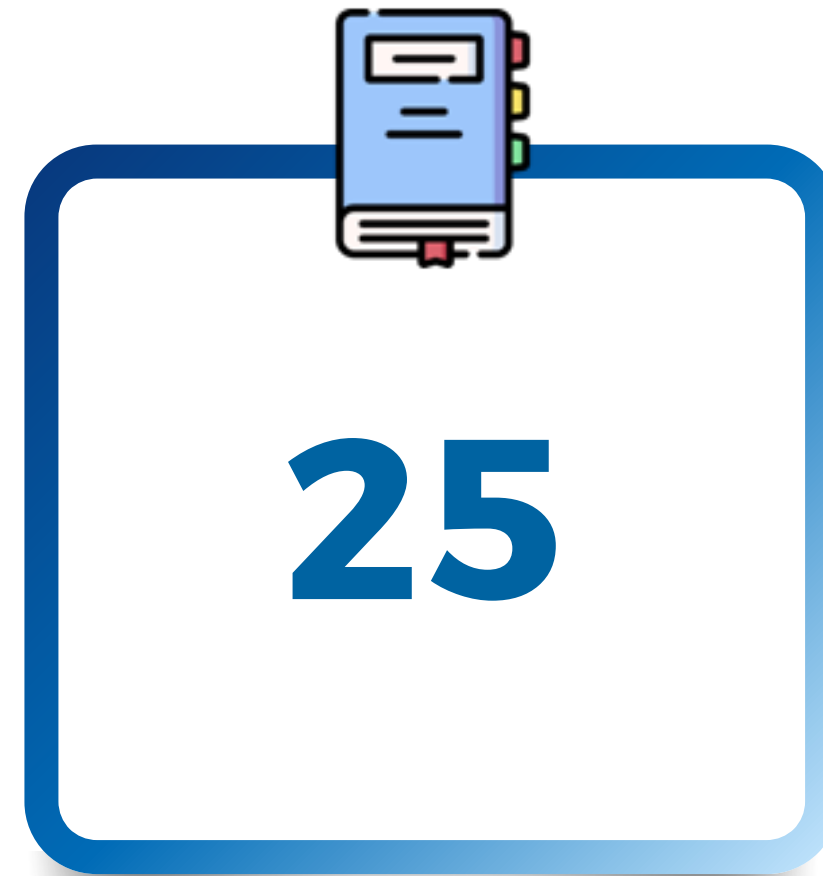
REFERENCES



TOTAL



BOOKS



JOURNALS



WEBSITES

