

CHAPTER VI

CONCLUSIONS

This chapter explains about the conclusions of research that answer the objectives of research and suggestion for further research.

6.1 Conclusion

Based on research has be conducted in WiFi Corner PT Telkom West Sumatera about marketing strategy planning in WiFi Corner, here are following conclusions:

1. The position of WiFi Corner PT Telkom West Sumatera based on External Internal matrix is in quadrant I which means that the company is in growing and developing condition, and the position indicates that both internal and external are in a good condition. It shows that WiFi Corner PT Telkom West Sumatera is able to compete with the business environment.
2. The development strategy that must be conducted by WiFi Corner PT Telkom West Sumatera is intensive strategy consisting of market penetration, market development, and product development. Based on the research results, there are 15 alternative strategies for WiFi Corner can be applied. Five most important strategies are, adding the resources and making more promotion and advertising about WiFi Corner to attract consumer, building WiFi Corner in the center of communities and wider the area connection of WiFi.id and also providing the WiFi.id voucher selling service, making teamwork with the government in capital and operational support, making teamwork with the third person or distributor, thus can be concentrated with more potential pre-customer, and building WiFi Corner venue near the center of communities and easy to be

reached by transportation and providing the WiFi.id voucher selling service near the venue.

6.2 Suggestion

This research is only developed the strategic planning for Indonesia WiFi Corner. For further research, it can be continued to implement the strategy and evaluation of the strategic achievement. The strategy that has been planned can be the suggestion to the next strategic planning.

