

## CHAPTER VII

### CONCLUSION

This chapter contains the conclusions of the research results and the suggestions for further research.

#### Conclusion

The conclusions of this research are as the follow:

1. Rita Team is in a growth and build state. The strategies used are Intensive (market penetration, market development, and product development) strategies can be most appropriate for this.
2. Strategies that can be implemented by the Rita team are integration strategies and intensive strategies. The main strategies that the Rita team can implement are introducing products or services to new prospects, increasing sales by improving sales techniques, increasing market share through larger promotions, educating potential customers about reward opportunities in increasing the number of bonus points, using FB Ad and Google Ad to educate a wider target market, raising awareness of product quality, needing increased direct sales activity, attending courses and acquiring online marketing skills with the help of of FB Ads and Google Ad, Tiktok and Instagram to strengthen branding, as well as providing a toolbox to facilitate engagement. Finally, PT Best uses a dedicated website for each member to expand marketing scope through online marketing.
3. To meet the needs of these strategies, practical steps are outlined that are recommended for members, including getting into online marketing, to develop a positive attitude that will not only be noticed by potential customers, but also to become excellent salespeople themselves. Members must also use various tools to successively lead a much larger number of possible deals to success. In addition, to make the performance more effective and focused, using the list of names and goal planner is a must for each member. Tips on acquisition steps, sharing and selling insights, and effective presentation were also outlined. The principles of building a

functional super team to sustain and scale this network business are also described succinctly.

### **Suggestion**

For further research, investigations are expected to be conducted up to the implementation phase of the new business model described in the proposed Business Model Canvas to find out the successes of the strategy implemented by the researched team. In addition, researchers can add the use of the Boston Consulting Group matrix, the Grand Strategy Matrix, when determining design strategy in the decision phase. Further shaping of the business model can be done by adding more respondents than currently exist, especially more from respondents that have difficulties in this business, their views and opinions in the stage of gathering data for SWOT analysis questionnaires, and the creation of strategy in new BMC (Business Model Canvas).

