

Chapter 1 - Introduction

1.1. Introduction

Group Field Project (GFP) is an essential part of IPMI Master of Business Administration Program. It allows IPMI's students to enhance their skills required in the real business world in analyzing the present and future business environment. It also serves to strengthen the links between business community and IPMI.

The objective of the project is to shift the students' attention from analyzing static data placed in front of them to the more challenging task of dynamic problem solving. This project is a laboratory in which the students have the opportunity to practice what they have learned in the classroom and apply their knowledge in handling with a real case situation.

At the completion of GFP, specific recommendations on the marketing strategy for the commercial banking product designed for middle market segment will be presented to the management of the sponsoring company, ***PT. Bank Rabobank International Indonesia.***

1.2. Problem Statement

PT. Bank Rabobank International Indonesia (RII) has planned to enhance its product offerings (asset and liability products) by penetrating the middle market segment (customers with total sales of IDR 10-300 billions per annum). Since RII has never had previous experience with this segment before, they need to know more of the customers' needs, concerns and preferences in order to enter the market with an effective marketing strategy.

1.3. Objective

PT. Bank Rabobank International Indonesia and IPMI MBA Program engage in a market study as a preparation of RII before entering middle market segment. This study shall take the following factors into consideration:

- (i) To assess medium size companies market.
- (ii) To explore and analyze market's needs, concerns and preferences.
- (iii) To give recommendations to improve RII's marketing strategy in the middle market segment.

1.4. Project Scope

GFP group members will conduct field-study that focus with the above objectives to assist RII in launching new asset loan (lending) and liability (funding) products designed for medium size company market. The field-study will be divided into the following stages:

- (i) Define the market size and competition map.
- (ii) Determine customer's key attributes: product features and services.
- (iii) Formulate the interview key questions.
- (iv) Gather information through interview with the target respondents.
 - N: minimum 5 persons x 10 in 12 weeks = 50 companies (senior executives with financial decision making responsibilities).
 - 2 major groups: Customers with and without bank loan.
 - Time spent for each respondent is about 1-2 hours.
- (v) Analyze the customers' needs, concerns, and preferences.
- (vi) Formulate an effective marketing strategy.
- (vii) The result of the study along with detail assessments, conclusions and recommendations will be compiled in accordance to GFP standard documentation and will be made available in English.
- (viii) All activities will be conducted within the Jabodetabek area

1.5. Method of Study

The methodology used in this study is generally divided into two major parts:

1. **Data Collection:** Data collection and data gathering will be obtained from various sources.
2. **Data Analysis:** Data gathering, selection, structuring, interpretation and analysis of relevant data will be done by GFP group members and by applying the best-practice methods in dealing with such issues.

The detail of methodology will be discussed later in Chapter 4.