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Thesis / Dissertation

- Adyas, Dasmansyah. "Assessing the Service Quality of Selected Commercial Banks in Metro Manila through the Service Marketing Mix Practices". Unpublished Masteral Thesis, University of Santo Thomas. Manila. 1994.

Other Sources

- Diamar, Son. Lecture on "SWOT Analysis" and "SPACE Analysis". 1997.
- Puspokusumo, Talib R.M. Lecture on "International Marketing" and "International Marketing Intelligence". 1997.

APPENDIX A
SURVEY IN-DEPTH INTERVIEW FOR
PT. INDOMETAL SEDJATI ENTERPRISE LTD.

IN-DEPTH INTERVIEW REGARDING DISTRIBUTORS

1. DEMOGRAPHY

- 1. Name : _____
- 2. Position : _____
- 3. Gender : _____
- 4. Civil Status : _____
- 5. Age : _____
- 6. Education : _____
- 7. Length of service in present company : _____ years

2. DISTRIBUTORS' INFORMATION

2.1 So far, how many distributors in European Union do the company has?
(Are there any sub distributor? How many outlets do they have?)

2.2 How does the company add its distribution channels?

2.3 Does the distributors ever give market information to the company? If yes, what kind of information they usually give?

2.4 How does the company maintain its distributors?

2.5 Does the company have any promotion program for the distributors? If yes, what is the program?

2.6 Is there any program to motivate the distributors in order to increase the sales volume? (incentive, special discount, gift, etc)

2.7 How many products approximately do the distributors handle besides the company's goods?

2.8 Has there any market research to the distributors' need?

2.9 Does the company have any strategy to block competitors?

2.10 Do you have any information I missed which I need to know of?

2.11 From the above issues, which one do you think is the most crucial issues that the company should pay attention to in the future?

3. ACTION PLAN OF THE COMPANY

3.1 From the above crucial issues, what is the company's action plan?

Indometal



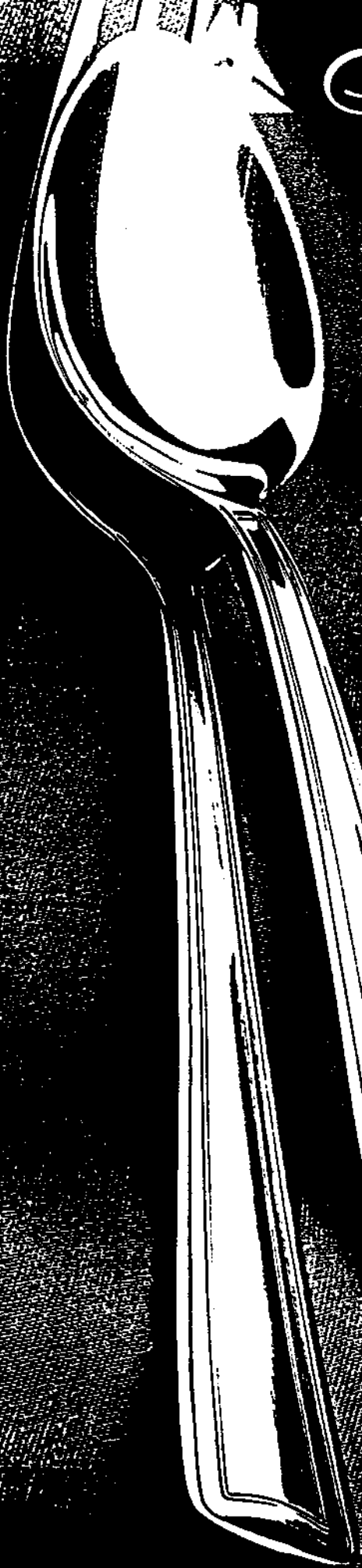
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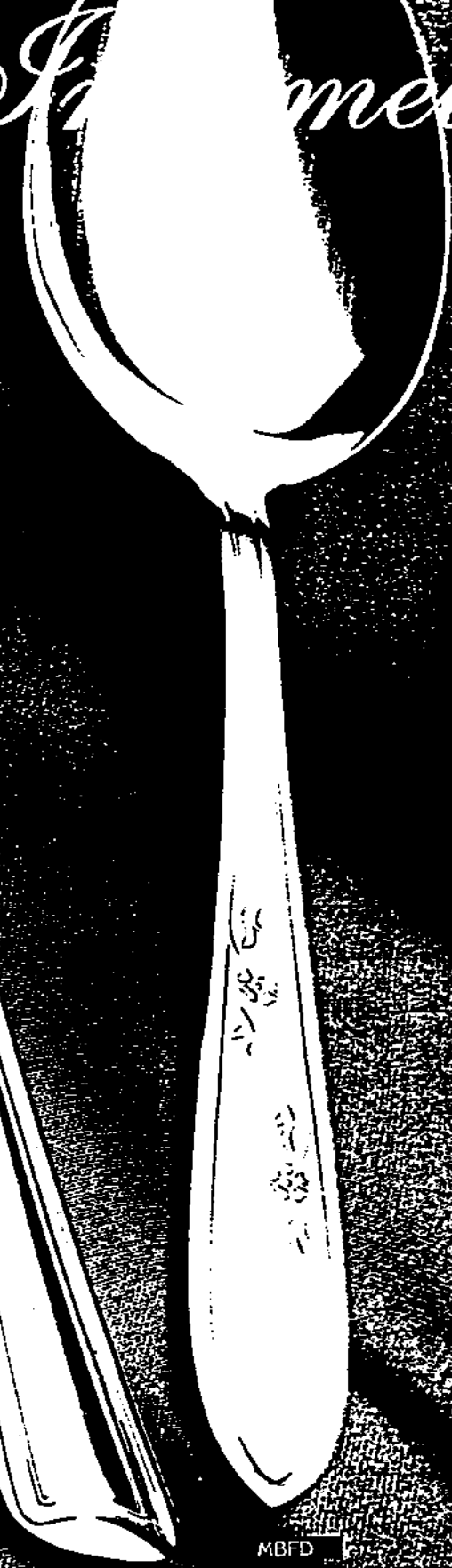
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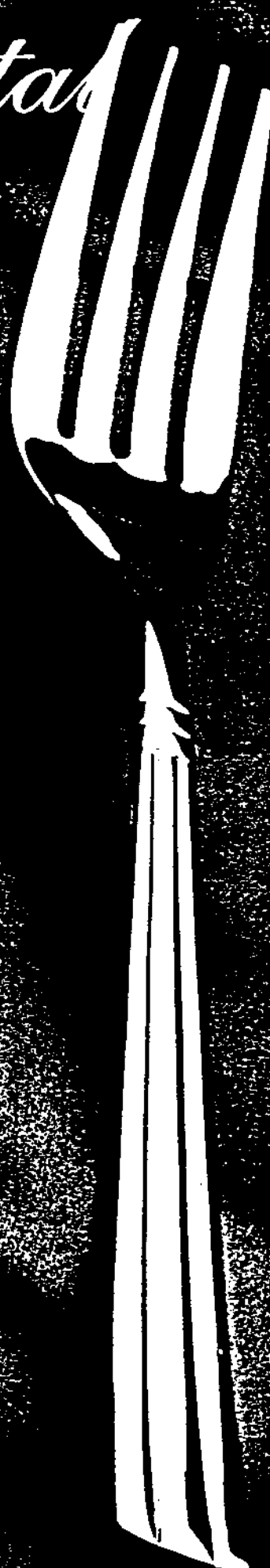
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KOEB



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KOVT

 *Indometal*



SRAS

SRRT

Inpometal



MBST

GU4

LCHW

Embossed metal



SRCS

MBTF

BTBE



Indometal



SOHL

700

NVCR

7700



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Jakarta, July 7, 1998.

To Whom It May Concern

Dear Sir/Madam,

This is to certify that **MS. CHERRY TANDYEN** is a student of the **INDONUSA Esa Unggul University** under the **Master of Business Administration (MBA) Program**. She is currently doing research work for her thesis proposal entitled *"Analyzing the International Marketing Channels of PT. Indometal Sedjati Enterprise Limited Toward European Union"*.

She would like to seek your permission to allow her to distribute questionnaires in your company regarding the cutlery and flatware products. We would appreciate very much whatever assistance you can extend to her in this regard.

Sincerely,

DR. Ir. Son Damar, MSc.
Director



P.T. INDOMETAL SEDJATI ENTERPRISE LTD.

CERTIFICATION

This is to certify that Ms. Cherry Tandyen, requested this company to assist her in giving permission to conduct an in-depth interview to a selected group of respondents. The study is intended for her thesis entitled " ANALYSING THE INTERNATIONAL MARKETING CHANNELS OF PT. INDOMETAL SEDJATI ENTERPRISE LTD. TOWARD EUROPEAN UNION ".

This certification is being issued upon the request of Ms. Tandyen.

Jakarta, 10 August, 1998.



Dioni Sukohardjo
Managing Director

CURRICULUM VITAE

Personal Data :

Name : Cherry Tandyen

Place & Date of Birth : P. Siantar, 29 Juni 1970

Address : Jl. Gading Kirana Barat VIII, Blok F8 No. 9
Kelapa Gading, Jakarta 14240

Academic Achievement

- Magister Management from Indonusa Esa Unggul University, Jakarta.
Majoring in Marketing. Graduated in September 1998.
- Sarjana Pendidikan from Atma Jaya Catholic University, Jakarta.
Majoring in English Education Department. Graduated in September 1994.

Working Experience

- Operation Manager at PT. Indokom Primanusa, Jakarta. (The Shareholding Company or PT. SkyTelindo Services).
From : April 1997 To : Present
- Assistant to President Director at PT. SkyTelindo Services, Jakarta.
From : August 1996 To : March 1997
- Corporate Secretary at PT. SkyTelindo Services, Jakarta.
From : November 1995 To : July 1996

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