

# Marketing Strategy Implementation for Business Plan at Material Handling Rental Services Startup LogisMe

Rosdiana Rosdiana<sup>1\*</sup>, Rhian Indradewa<sup>2</sup>, Edi Hamdi<sup>3</sup>, Ketut Sunaryanto<sup>4</sup>

Universitas Esa Unggul, DKI Jakarta, Indonesia<sup>1,2,3,4</sup>

[dynarosdiana89@student.esaunggul.ac.id](mailto:dynarosdiana89@student.esaunggul.ac.id)<sup>1</sup>, [rhian.indradewa@esaunggul.ac.id](mailto:rhian.indradewa@esaunggul.ac.id)<sup>2</sup>,

[edi.hamdi@esaunggul.ac.id](mailto:edi.hamdi@esaunggul.ac.id)<sup>3</sup>, [ketut.sunaryanto@esaunggul.ac.id](mailto:ketut.sunaryanto@esaunggul.ac.id)<sup>4</sup>



## Riwayat Artikel

Diterima pada 18 September 2024

Revisi 1 pada 7 Oktober 2024

Revisi 2 pada 22 Oktober 2024

Revisi 3 pada 27 Oktober 2024

Disetujui pada 4 September 2024

## Abstract

**Purpose:** This study analyzes LogisMe's marketing strategies and operations, focusing on the B2B model, NICE marketing mix, and Porter's Generic Strategy for differentiation. It also examines customer relationship management, relationship marketing, digital marketing, and employee expertise in improving sales effectiveness.

**Research methodology:** This research uses a qualitative approach with a case study on LogisMe's internal documents, marketing strategies, and operational plans. Data was collected through interviews with management and analyzed using the Sales Effectiveness Drivers framework to assess its impact on the sales structure and marketing strategies.

**Results:** The study reveals that LogisMe successfully leverages its B2B model by employing the NICE marketing mix strategy to foster strong business networks and customer engagement. By focusing on specific market segments and utilizing Porter's differentiation strategy, LogisMe has been able to carve a niche in the logistics industry. The company's investment in skilled employees, digital marketing, and relationship marketing further contributes to its sales effectiveness. The Sales Effectiveness Drivers framework has helped LogisMe optimize its sales force structure and activities, resulting in improved operational efficiency and market competitiveness.

**Conclusions:** High equipment costs challenge logistics management, but demand has surged with e-commerce growth. To stay competitive, LogisMe focuses on specific market segments and invests in technology and human capital.

**Limitations:** The study is limited to LogisMe's current operations and marketing strategies, which may not fully capture long-term trends or challenges in the logistics and warehousing sector. Additionally, the research is based on qualitative data from a single company, which may limit the generalizability of the findings to other logistics firms or industries.

**Contribution:** This research explores how B2B logistics companies can enhance sales effectiveness and competitiveness using strategic marketing frameworks like the NICE marketing mix, Porter's Generic Strategy, and the Sales Effectiveness Drivers framework. It provides insights for companies looking to differentiate and optimize their sales and marketing efforts.

**Keywords:** *Business Development, Marketing Plan, Material Handling, Strategic Planning*

**How to Cite:** Rosdiana, R., Indradewa, R., Hamdi, E., Sunaryanto, K. (2025). Marketing Strategy Implementation for Business Plan at Material Handling Rental Services Startup LogisMe. *Studi Manajemen dan Organisasi*, 6(1), 95-110.

## 1. Introduction

Material handling and cleaning are essential activities in logistics and warehousing operations. Material handling equipment aids in lifting, moving, and transporting raw materials, products, and other heavy loads within warehouses and logistics facilities (Hama Kareem, Mohammed, & Abdulwahab, 2022). The primary objective of using this equipment is to reduce the risk of workplace accidents and improve occupational safety (Dźwiarek & Latała, 2016). Common types of material handling equipment include lifting scissors, hand stackers, hand pallets, and forklifts (Bouh & Riopel, 2015). The high capital expenditure required for heavy equipment used in warehousing and logistics, including tools for moving goods, cleaning, and storage, is a major obstacle for businesses in this sector (Batarlienė & Jarašūnienė, 2024). However, the demand for logistics and warehousing services has been robust, especially since the COVID-19 pandemic accelerated the growth of online marketplaces (Liu, Liang, Bao, Qin, & Lim, 2022). Data from the Central Bureau of Statistics shows that the logistics, warehousing, and transportation sector in Indonesia experienced significant growth, with a GDP contribution of Rp. 141.53 trillion in 2021.

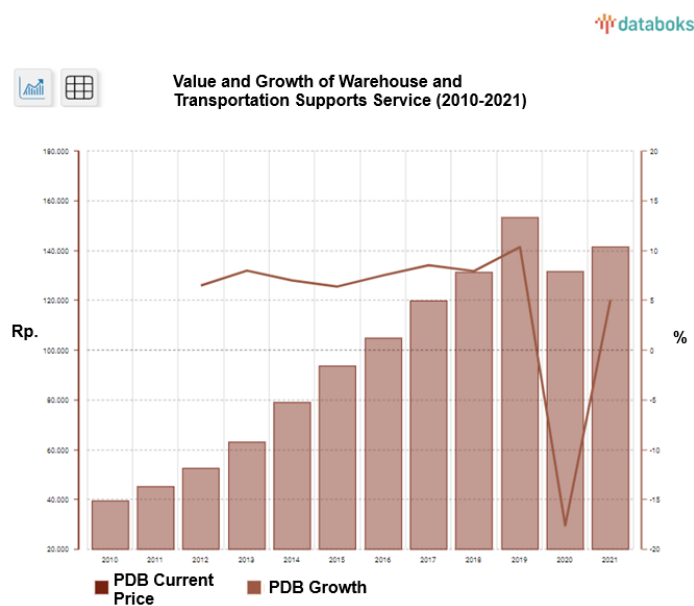


Figure 1. Value and Growth of the Warehousing and Transportation Support Services Sector (Source: BPS Indonesia, 2021)

Based on these data, it is known that the growth of the warehousing sector has increased drastically from previously experiencing a fall of 17.61%. However, if viewed in 11 years from 2010 to 2021, the warehousing sector has grown by an average of 5.15% per year with the highest achievement in 2019 (Kusnandar, 2022). Meanwhile, based on other sources from the Central Statistics Agency (BPS), the transportation and warehousing sector in 2022 has experienced the highest growth on the production side, reaching 19.87%, in this case it is also known that logistics is one of the businesses that has achieved high growth over the past few years. Knowing this facts, LogisMe sees Business-to-Business (B2B) opportunities and implements a marketing mix which is using NICE (Network, Interaction, Common-Interest, Experience). A company's reputation is a valuable intangible asset that significantly contributes to its competitiveness (Kamasak, 2017). It is essentially the perception that stakeholders hold of the company. Unlike tangible assets like cash or property, reputation is not directly measurable but can be built through differentiation, which involves establishing a unique identity and positive image in the market. This distinctive reputation is difficult, if not impossible, for competitors to replicate (Hadi & Indradewa, 2019).

The purpose of this study is to analyze the marketing strategies and operational practices implemented by LogisMe, a logistics company specializing in material handling and warehousing activities. The study

explores how LogisMe uses the Business-to-Business (B2B) model, strategic planning, and the marketing mix approach known as NICE (Network, Interaction, Common-Interest, Experience) to differentiate itself in a competitive market. It also examines the company's use of Porter's Generic Strategy to develop its marketing objectives and its implementation of customer relationship management, relationship marketing, digital marketing, and employee expertise to enhance sales effectiveness.

## **2. Literature Review**

### ***2.1 Relationship Marketing***

Ayu Purwati & Kristanto (2019) said that relationship marketing is one of the contemporary marketing strategies for all companies to meet customer needs and desires. Viewed from the customer's perspective, important factors used to meet customer needs are trust, commitment, mutuality, and long-term relationships with customers. In the context of a startup like LogisMe, an effective marketing strategy is essential to gain market traction, especially in the competitive material handling sector.

### ***2.2 Customer Satisfaction***

Customer satisfaction plays a crucial role in boosting sales and overall business success. By understanding the factors that influence customer satisfaction with KumaKuma products, businesses can implement strategies to enhance customer loyalty and increase revenue. This study explores the impact of interpersonal trust, moderated by product quality and brand image, on customer satisfaction (Pranata, Syah, & Anindita, 2020). The findings suggest that companies should prioritize improving product quality to meet customer expectations and invest in building a strong brand image to foster positive customer perceptions (Pranata et al., 2020).

### ***2.3 Digital Marketing in Startups***

Paid digital content marketing tools are essentially digital channels where companies can pay to share their content in a controlled manner (Lopes & Casais, 2022). Similar to traditional advertising mediums, these tools involve renting specific digital spaces for a designated period to promote products or services. Examples include corporate websites, SMS, EMS, MMS, IVR, banners, sponsorships, micro-websites, search engine advertising, and in-app advertising. Corporate websites serve as official digital showcases for companies, offering reliable and comprehensive information about the brand, products, services, communication details, history, vision, and mission (Çizmeci & Ercan, 2015). Thus, as a startup LogisMe need to utilize the digital marketing.

### ***2.4 Product Quality***

Quality standardization is very important to achieve the desired product quality. This method is recommended to ensure that the products made are in accordance with the established standards so that consumers do not lose trust in inferior products. If companies want to increase the level of competition in the market, they must consider the specifications that consumers use to compare the products they sell (Rahellea & Rianto, 2023).

## **3. Research Methodology**

This study employs a qualitative approach to explore LogisMe's marketing strategy as evaluated through the development of marketing based on the Quantitative Strategic Planning Matrix (QSPM). The qualitative approach is chosen because it allows the researcher to delve into the meanings and contexts underlying the NICE B2B Marketing practices implemented by LogisMe to achieve marketing effectiveness and competitive advantage. This approach facilitates a deeper understanding of how marketing strategies influence business decision-making in the B2B industry.

The subjects of this research include the management and marketing staff of LogisMe involved in developing marketing strategies, as well as business partners who use LogisMe's B2B services. Subjects are selected purposively, considering their involvement in the implementation of marketing strategies and their insights into the impact of NICE Marketing practices on marketing effectiveness.

Data is collected through in-depth interviews with key research subjects, particularly management and the marketing team at LogisMe. Additionally, direct observations of marketing activities and the analysis of internal documents related to marketing strategies are conducted to complement the data gathered from interviews. Field notes are also utilized to capture the context of marketing activities observed in real-time.

The data analysis technique used in this study is thematic analysis, where the data obtained from interviews, observations, and documents are analyzed to identify key themes related to the effectiveness of NICE Marketing in B2B marketing strategies. The researcher will identify significant patterns and categorize the data to understand how marketing practices influence competitive advantage. The results of the data analysis will then be compared with the QSPM Matrix to evaluate LogisMe’s strategic marketing decisions

#### 4. Hasil dan pembahasan Marketing Objectives and Targets

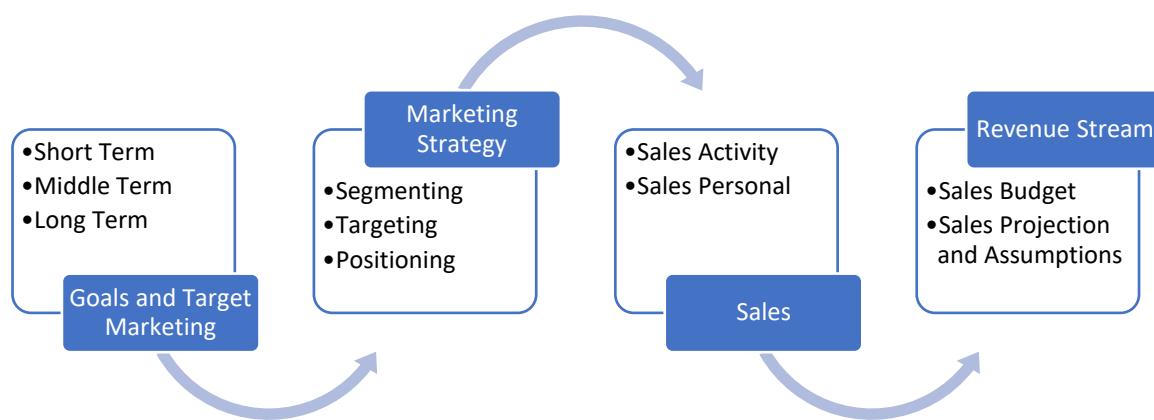


Figure 1. Marketing Plan Framework  
(Source: Researcher Team, 2024)

LogisMe as a new business requires a better marketing strategy so that the company can compete well in the material handling rental industry. Marketing objectives are made in accordance with the strategy chosen in QSPM for market development, namely differentiation in Porters' Generic Strategy. Product differentiation is an effort to provide higher value and Customer Experience (CX) for consumers compared to competing products (Mulyana & Hamdi, 2023). In other words, products that have been differentiated will attract more interest from consumers because they are able to meet their needs and desires more effectively. This will ultimately influence consumer purchasing decisions and increase their loyalty to the brand. (Ayu Purwati & Kristanto, 2019). Differentiated products and services also keeps the products and services to be in the best quality since the product quality is a key aspect in product differentiation as companies implement value models and offer better quality at lower prices (Septi & Nurtjahjadi, 2023). The quality of a product in the form of goods can be measured through design, performance, which is the time of use before the product is damaged, and conformance, which is in accordance with the specified specifications (Arnova, 2022).

**Table 1. Terms Objectives of Marketing**

Category	Objectives	Goals
Short terms (Y0-Y2)	1. Yearly achievement of Customer Acquisitions with total 50-200 units	1. Attaining potential customers in the 1st year with details: 1. 1-year contract duration of 20 contracts (20 companies) 2. 2-year contract duration of 15 contracts (10 companies)

			3. 3-year contract duration of 15 contracts (10 companies) With a target in the 2nd year of increasing by 20% compared to the 1st year, the targeted industries are health, chemical, pharmaceutical, FMCG and retail.
	2	Strategic Relationship in the Jabodetabek area, especially in the Jakarta, Tangerang and Bekasi areas and by conducting many onsite visits in the 1st year in a month at least 40 companies	2. Targeting visits to a total of 150 companies in the health, chemical, pulp and paper, pharmaceutical and FMCG industries in the first year. Then increase by 50% to 100% target leads in the 2nd year
	3	Building brand awareness by using websites, company profiles, brochures and visits to targets in industrial areas.	3 Register as a member of associations such as the Indonesian Logistics and Forwarders Association (ALFI), the Association of Indonesian Warehousing Companies (GAPPI) in the 2nd year.
	4	Utilizing Digital Marketing through social media, website, business chat and email. Exposure of 200 visitors and 70 followers and Organic Search 200 in the 2nd year.	4. Uploading content on social media and Youtube channels once a week starting from the 1st year regarding the benefits of non-emission battery-powered material handling and its impact on the welfare of the health, chemical, pharmaceutical, FMCG and retail industries.
	5	Building Product Knowledge & Product Development according to market research	5. Achieving product knowledge of up to 95% with 100% coverage of the sales marketing team understanding the product knowledge.
6 Launching a website in the first half year with a minimum SEO score of 80%			
7 Holding webinar sessions every 2 months with chemical, health, pharmaceutical, FMCG and retail industry players as well as internal company technicians.			
<b>Medium Terms (Y3-Y4)</b>	1	Customer Acquisition per year with a total of 300-400 rental units.	1. Reaching potential customers in the 3rd year with details: 1 year contract duration of 40 contracts (25 companies) 2 year contract duration of 45 contracts (30 companies) 3 year contract duration of 70 contracts (50 companies) With a target in the 4th year increasing by 20% compared to

			the previous year, the targeted industries are health, chemicals, pharmaceuticals, FMCG and retail
	2	Strategic relationship for the surrounding Java Island (West Java, East Java, Central Java).	2. LogisMe will participate in at least 4 logistics events held in the West Java, East Java and Central Java regions every year.
	3	Increase Brand Awareness by using SEO	3. 100% understanding and utilization of digital marketing technology with Search Engine Optimization (SEO) using premium analytics tools with an SEO scoring level of 98%.
	4	Engage with partners by holding several joint events and family gatherings.	4. Conducting gathering activities twice a year, such as LogisMe anniversary events or family trips with partners and regular customers.
	5	Increase the potential of Digital Marketing with Exposure of 1000 visitors, 700 followers and Organic Search 1500.	5 Achieving Call to Action (CTA) conversion value with a conversion value of 5.31%, CTA text 2.06% and CTA design 3.53%. With a loading speed of all site pages of at least 90% with a time requirement of under 2 seconds.
	6	Maximize Search Engine Optimization (SEO) by using premium analytics tools, and apply CRM (Customer Relationship Marketing)	
<b>Long Term (&gt;Y.4)</b>	1	Customer Acquisition with a total of 500-800 rental units.	1. Reaching potential customers in the 5th year with details: 1. 1 year contract duration of 10 contracts (5 companies) 2. 2 year contract duration of 100 contracts (50 companies) 3. 3 year contract duration of 150 contracts (90 companies) With the target for the next year increasing by 35% compared to the previous year, the targeted industries are health, chemicals, pharmaceuticals, FMCG and retail.
	2	Maintaining good relationships with partners	2. Giving awards to 3 customer companies as a form of loyalty reward for using LogisMe services for 5 years
	3	Product Knowledge & Product Development	3. 100% launching of one stop portal product knowledge management feature for customers in the 5th year.
	4	Strategic relationships for the Sumatra region, especially Medan (North Sumatra),	4. Achieving 25% of the target achievement in point 1 of the long-term target for the market

	Batam (Kepri), Palembang (South Sumatra), Muara Enim (South Sumatra), Pekanbaru (Riau) and Bandar Lampung (Lampung). Then expanded in the 4th year in the Kalimantan region, especially Tanah Bumbu (South Kalimantan), Balikpapan (South Kalimantan) and Ketapang (West Kalimantan)		area in the Provinces of Sumatra and Kalimantan.
5	Maximizing CRM (Customer Relationship Marketing) by using premium analytics tools.	5.	Processing Churn Rate data is a maximum of 10%.

LogisMe marketing is divided into several stages based on time levels, LogisMe carries out promotions using direct selling and digital marketing. The purpose of marketing targets is to guide marketing strategies and provide direction to focus on marketing efforts made to match the company's vision and mission (Puspitasari et al., 2024) while in the same time we're supporting the customer by empowering products and services with the motivated professional staffs. In addition to motivation, potential-based competencies are also considered as important factors that influence employee performance. These competencies include technical skills, interpersonal skills, and adaptability possessed by employees to achieve optimal performance (Halimatussaadah & Faeni, 2024).

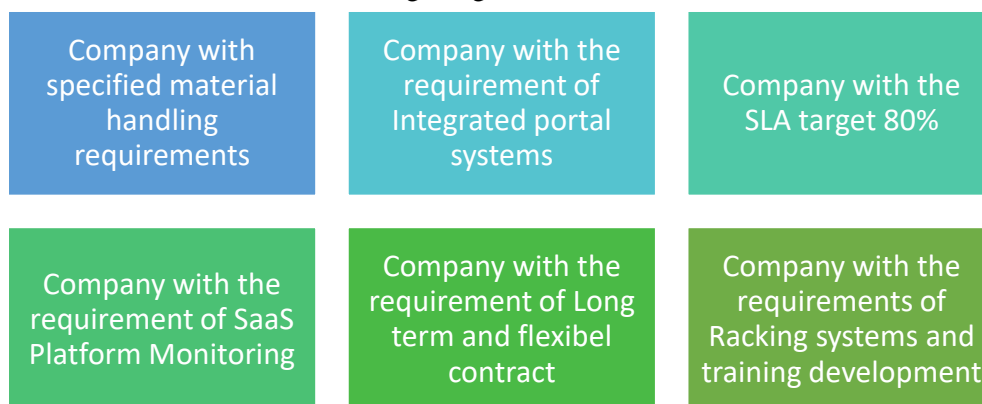
### Segmenting

LogisMe identifies potential customers at the segmentation stage that focuses on the Business to Business (B2B) business model. According to the marketing development of chosen business strategy, the segmentation of LogisMe customers is the following industry:

**Table 2. LogisMe's Segmentation**

LogisMe Market Segmentation Business Sector			
1.	Healthcare	5.	Retail
2.	Chemical	6.	Warehouse
3.	Pharmacy	7.	Manufacture
4.	Fast-Moving Consumer Goods (FMCG)	8.	Logistics

From the explanation above, LogisMe creates a segmentation of companies in the Jabodetabek area with needs as shown in the following image.



**Figure 2. LogisMe's Segmentation**  
(Source: Researcher, 2024)

## Targeting

Next, LogisMe determines the target companies that have the need for electrically powered material handling (non-emission) technologies, namely the Chemical, Pharmaceutical, Health and Retail Industries. These technologies are all important to the targeting customers. Technology is used by organizations to provide information to internal and external users in decision making. Technology is part of the information technology system referring to the technology used in delivering and processing information. Technology has also brought fundamental changes to organizations, both private and public (Alansori et al., 2021). The following are LogisMe's target market companies:

**Table 3. LogisMe's Targeting**

<b>LogisMe Consumer Company Targets</b>			
<b>No</b>	<b>Paper Company Name</b>	<b>No</b>	<b>Chemical Company Name</b>
1.	PT Fajar Surya Wisesa (Persero) Tbk	1.	BASF Indonesia
2.	PT Pindo Deli Pulp and Paper Mills	2.	PT Clariant Indonesia
3.	PT Indah Kiat Pulp & Paper (Persero) Tbk	3.	PT Lautan Luas (Persero) Tbk
4.	PT Papertech Indonesia	4.	PT Nippon Shokubai Indonesia
5.	PT Graha Cemerlang Paper Utama	5.	PT Kao Indonesia Chemicals
6.	PT Solo Murni	6.	PT Mitsubishi Chemical Indonesia
7.	PT Trinindo Utama Perkasa	7.	PT Sika Indonesia
8.	PT Aspex Kumbong	8.	PT Evonik Indonesia
9.	PT Cakrawala Mega Indah	9.	PT Dow Indonesia
10.	PT Intera Lestari Polimer	10.	PT Asahimas Chemical
<b>No</b>	<b>FMCG Company Name</b>	<b>No</b>	<b>Pharmaceutical Company Name</b>
1.	PT Nestlé Indonesia	1.	PT Kalbe Farma (Persero) Tbk
2.	PT Unilever Indonesia (Persero) Tbk	2.	PT Kimia Farma (Persero) Tbk
3.	PT Mayora Indah (Persero) Tbk	3.	PT Sanbe Farma
4.	PT Indofood Sukses Makmur (Persero) Tbk	4.	PT Dexa Medica
5.	PT Sinar Sosro	5.	PT Pharos Indonesia
6.	PT Coca-Cola Amatil Indonesia	6.	PT Soho Industri Farmasi
7.	PT Heinz ABC Indonesia	7.	PT Novell Pharmaceutical Laboratories
8.	PT Ultra Prima Abadi (Orang Tua Group)	8.	PT Combiphar
9.	PT Kalbe Farma (Persero) Tbk	9.	PT Pyridam Farma (Persero) Tbk
10.	PT Tirta Fresindo Jaya	10.	PT Erela

(Source: Author, 2024)

## Positioning

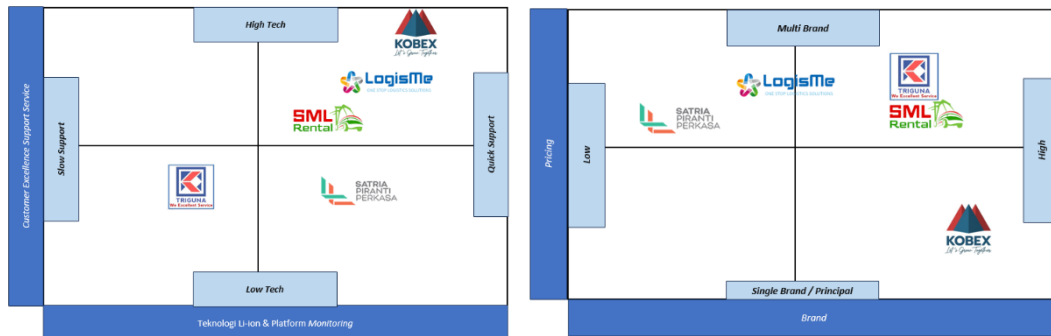
In accordance with the values carried by Lean Canvas, LogisMe is a high-tech service with non-emission units and supports the achievement of go-green. The following is a description of LogisMe's positioning:

1. Tagline: "One Stop Logistics Solutions" describes the company's goal of providing end-to-end solutions for customers in the logistics and warehousing sector. Everything is in your grasp and easy to use anytime and anywhere.
2. Positioning: Material handling rental services, cleaning equipment and integrated systems that prioritize responsive, satisfying, reliable and environmentally friendly services. The aim is to facilitate customer satisfaction to be fulfilled so that the relationship between the company and customers remains high as a long-term relationship and maintains volume. (Pranata et al., 2020)
3. Target Segment: Customers with business sectors with non-emission and environmentally friendly material handling needs.
4. Brand Name: LogisMe
5. Frame of Reference: End-to-end logistics solutions



- Point of Differentiation: Monitoring platform application, 90% Service Level Agreement (SLA), Customization module Software as a Service (SaaS), non-emission environmentally friendly units.

The results of the Competitive Profile Matrix (CPM) analysis from market development strategy of QSPM chosen, provides an overview that LogisMe has a similar position to PT Sarana Mitra Luas Tbk (SML) and Kobexindo Rental with the following positioning:

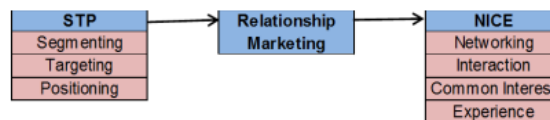


**Figure 3. Positioning Matrix**  
(Source: Researcher, 2024)

There are two LogisMe positioning matrices, namely based on technology and customer service positions and based on multi-brand and multi-dealer positions, prioritizing excellent and fast service by prioritizing environmentally friendly high technology.

### Marketing Mix NICE

In Business-to-Customer (B2C) and mass product production, transactional marketing is used, but in Business-to-Business (B2B) services, the more relevant approach used is relationship marketing, namely customer-oriented marketing that emphasizes an approach to increasing customer loyalty and satisfaction as a result of business cooperation and increasing the efficiency and effectiveness of the business run by customers, especially for old customers (Yanuar Rahmat Syah & Pusaka, 2018). As a start-up company, LogisMe uses the NICE Marketing strategy, namely Networking, Interaction, Common Interest, and Experience after previously determining Segmenting-Targeting-Positioning (STP). NICE is intended so that companies can maintain the quality of service for the services offered, which can then increase customer satisfaction and ultimately increase customer loyalty to the company. (Candra & Sunaryanto, 2023).



**Figure 4. Marketing Strategy of Indonesian Startup Companies**  
(source: Haryanto in Yanuar Rahmat Syah & Pusaka, 2018)

### Networking

LogisMe, which runs a B2B business, really needs networking, even according to Barua (2016) the relationship between network and knowledge management really affects B2B business because companies can access knowledge related to the business being run with the networking, especially in achieving competitive advantage and creating new opportunities (Barua, 2016). Based on chosen strategy, the following are the networking components mapped by LogisMe:

#### 1. Customer Acquisition

LogisMe maps B2B cooperation type customers based on industry category with non-emission material handling unit offerings using direct selling marketing communications.

## 2. Exhibitions

Participating in exhibitions is one of LogisMe's effective marketing strategies to introduce products and services. The objectives of participating in exhibitions are as follows:

- a. Reaching a specific target market: Logistics exhibitions are attended by industry players, especially health, chemical, pharmaceutical, FMCG and retail.
- b. Increasing brand awareness: Exhibitions are a platform to introduce LogisMe to a wide audience.
- c. Obtaining quality networks and leads: LogisMe uses exhibitions to collect contact data from prospective customers and partners, suppliers and competitors. This data can be used to build long-term relationships.
- d. Demonstrating product excellence: Exhibitions are an event to demonstrate the excellence of products or services directly.
- e. Following industry trends: Logistics exhibitions showcase the latest trends and technologies in the industry.

## 3. Association

Becoming a member of the Indonesian Logistics and Forwarders Association (ALFI), an association of material handling companies and the Association of Indonesian Warehousing Companies (GAPPI) is a very effective strategy for LogisMe to introduce its products. Here are the reasons for its benefits:

- a. Increased credibility and reputation because by becoming a member of a recognized association shows the company's commitment to industry standards and best practices. This reputation greatly influences the company's positioning in reaching the market. Reputation influences the decision of potential customers to choose to use the services and products offered as the main reference. (Afriani et al., 2019).
- b. Get access to a wide network so that you have the opportunity to build relationships with potential customers, business partners and suppliers..
- c. Learning and development opportunities, as the association frequently organizes seminars, workshops and training on the latest trends, technologies and regulations in the logistics industry.

## 4. Digital Marketing

Digital marketing is a process to communicate and market a product and service by using various digital communication media using the internet, namely websites, social media, talk-to forums and application providers such as PlayStore and AppStore. The goal is to make the interaction between the company and customers high with proactive content (Çizmecı & Ercan, 2015), Networking through digital communication strengthens interactions and business relationships with customers. (Yusuf et al., 2022).

## Interaction

There are 4 (Four) parties whose interactions and communications must be maintained and maintained properly, namely:

- a. Shareholder  
Shareholders, both minority and majority, have an equal interest in the sustainability of the company. They want to ensure that the company is well managed and achieves its set targets.
- b. Customer  
In building customer trust which consists of good service, clear communication and good complaint handling as an effective promotional event and can build a positive reputation and improve the company's image (Zaidan & Hamdi, 2023). By building good interactions with customers and actively participating in associations, LogisMe can increase customer trust and can promote LogisMe's business effectively for long-term success.
- c. Supplier  
By building mutually beneficial and transparent relationships, LogisMe can increase efficiency, minimize risks, and ensure smooth flow of goods and services.
- d. Third party vendor (Leasing)  
Third party service providers or vendors of Customer Service (CS) and Leasing can provide various benefits for new companies such as LogisMe. These benefits include cost reduction,

increased efficiency, increased service quality, increased scalability, reduced risk, provision of specialized expertise and freeing up time and resources to help increase scalability and reduce risk in providing services to customers.

### **Common Interest**

Common Interest is a shared success that becomes an emotional bond to achieve the same value between customers and the company. (Yanuar Rahmat Syah & Pusaka, 2018). The following are value points that are the goal of mutual success between customers and LogisMe:

- a. LogisMe provides efficiency and effectiveness in material handling and cleaning equipment operations. Customers who usually experience obstacles and complaints, especially regarding utilities when using material handling, will be guaranteed by LogisMe with a Service Level Agreement (SLA) of up to 90%. The SLA can reduce customer expenses, reduce breakdown time and with battery durability, vehicle utilization time can be more effective.
- b. LogisMe provides units with fast-charging advantages to address customer concerns when recharging takes quite a long time. With the units provided by LogisMe, charging can be done in just 20-30 minutes, thus maximizing operations. Unlike Lithium-ion batteries in conventional vehicles such as cars and electric motorcycles, the material handling unit is made with durability that is more resistant to fast-charging so that it does not reduce battery capacity significantly as occurs in li-ion batteries in cars and electric motorcycles.
- c. In industries that require higher work (heavy duty) such as in the large FMCG industry, LogisMe provides units with battery capacity that is much more durable in terms of usage duration with a plug-and-play backup battery supply as a commitment to achieving 90% SLA.

### **Experience**

Customer satisfaction will bring customer loyalty which is an important company asset for long-term relationships (Yanuar Rahmat Syah & Pusaka, 2018). Customer satisfaction can be achieved by providing the best service quality to produce a pleasant customer experience (Customer Experience (CX)) and ultimately increase customer loyalty (Hadi & Indradewa, 2019). The following are LogisMe's efforts to provide a pleasant customer experience:

- a. Internet of Thing (IoT) monitoring platform that can minimize breakdowns until SLA 90% is achieved.
- b. Initial assistance until becoming proficient in using material handling units.
- c. Ease of use of material handling, fast-charging and unit utilities that can be monitored.
- d. Unit monitoring platform complies with ISO 27001 and OWASP regarding data security and privacy.

### **Sales**

LogisMe requires a dynamic market development strategy, the strategy is designed and implemented by the LogisMe sales team to win the competition in similar businesses. Sales are carried out by direct sales with visits to customers. With the following annual simulation scheme:

1. First visit to 15 potential customers every month
2. Follow up of 15 potential customers with a maximum period of 4 months from the first visit made in the previous point.

The minimum target for prospective customer service is a minimum of 75 companies with a distribution of rental targets of more than 2 units for 33 companies on the list.

### **Sales Activity**

LogisMe will create a marketing planning program called PROJECT LOGIS. This project is made as a reference for the marketing team for the next five years to achieve short, medium and long term marketing goals. LOGIS activities will be led by a marketing supervisor and sales team, where there will be a progress report presented and monitored every year. LogisMe has created the following timeline:

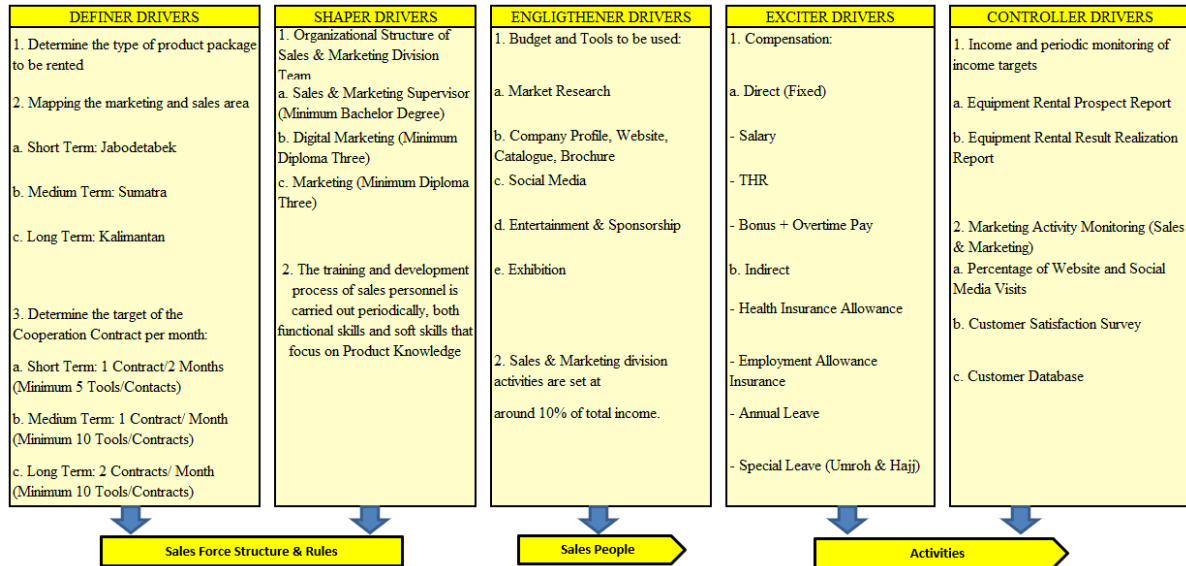
**Tabel 4. Action Timeline**

No.	Action	Detailed Action	Remarks
<b>Short Terms ( Y0 s/d Y2)</b>			
1	Market Reseach	Conduct product development according to market research	Presenting research results in the form of reports and conclusions.
2	Customer acquisition	Creating cooperation through relationship marketing strategies in Jabodetabek)	Conducting direct visits to potential companies by offering LogisMe's superior products in Electric forklift rental with multibrand offers, bundling prices and flexible cooperation contracts..
3	Brand Awareness	Doing LogisMe company branding both offline and online	The company creates a website, designs a company profile, catalog, designs brochures that are easy for potential customers to understand with the aim that customers can see the advantages of LogisMe. At this time, the 1st milestone of the SaaS monitoring application can be used.
<b>Medium Terms ( Y3 s/d Y4)</b>			
4	Social Media Marketing	Maximizing branding through social media	Actively interacting on social media related to company activities and product promotions and Utilizing Digital Marketing through social media, websites, business chats and emails. Exposure of 200 visitors and 70 followers and Organic Search 200.
5	Product Knowledge	Training for LogisMe sales team	The company provides training to the sales team which is done routinely. So, they will become accustomed and know what they should use as a guideline in making sales.
6	Customer acquisition	Creating relationship marketing cooperation on Java Island	The marketing team expanded its network outside the Jabodetabek area by making direct visits to potential companies. .
7	Social Media Marketing	Maximizing branding through social media	Increase Digital Marketing potential with Exposure of 1000 visitors, 700 followers and Organic Search 1500
8	Digital Marketing	Optimizing the LogisMe Website to be more user-friendly for easy access	Maximizing Search Engine Optimization (SEO) by using premium analytics tools, The expected percentage level is at least 85%.
9	Relationship Marketing	Maintain good relations with partners	<i>Support activities that will be carried out by partners such as Family Gathering .</i>
<b>Jangka Panjang (&gt; Y4)</b>			
10	Digital Marketing	Increase <i>Digital Marketing</i>	Increase the potential of Digital Marketing with Exposure of 2000 visitors, 1500 followers and Organic Search 3000
11	Customer acquisition	Creating cooperation through relationship marketing strategies in the Sumatra and Kalimantan regions	The marketing team expanded its network to the Sumatra and Kalimantan regions, by making direct visits to potential companies.
12	Relationship Marketing	Holding a Webinar	Inviting partners to webinar activities

(Source: Author, 2024)

## Sales Team

LogisMe Uses the framework of Sales Effectiveness Drivers (Zoltners et al, 2012) as a reference for forming a good sales team. This framework has been aligned with LogisMe's business divided into 5 categories: definer drivers that determine sales force structure and roles, shaper drivers that influence sellers from the organization, then the exciter, enlightener and controller drivers influence sales force activities.



**Figure 5. Sales Drivers**  
(Source: Author, 2024)

## Scenarios and Asumptions

**Table 5. Sales Marketing Scenario**

Year	Assumptions
Year 0	1. LogisMe focuses on building the 1st milestone application, namely monitoring status and utilities and 100% IT infrastructure, 100% employee recruitment, building social media and operational preparation.
Year 1	<ol style="list-style-type: none"> <li>Memulai promosi melalui <i>website</i>, media sosial dan <i>campaign</i> menggunakan <i>influencer</i>, melakukan branding, serta mengadakan pelatihan.</li> <li>Melakukan kunjungan langsung ke perusahaan yang potensial, dengan menawarkan produk unggulan LogisMe pada penyewaan <i>forklift</i> listrik dengan penawaran <i>multibrand</i>, harga <i>bundling</i>, dan kontrak kerja sama yang fleksibel</li> <li>Platform media sosial LogisMe memiliki minimal 5000 pengunjung / bulan.</li> <li>Jumlah <i>traffic website</i> mulai meningkat, mulai terlihat calon pelanggan sebanyak 2 s.d 5 perusahaan terdaftar.</li> </ol>
Year 2	<ol style="list-style-type: none"> <li>LogisMe platform has 10,000 visitors/month</li> <li>Has a minimum rental of 50-200 rental equipment</li> </ol>
Year 3	<ol style="list-style-type: none"> <li>LogisMe platform has 15,000 visitors/month</li> <li>Has a minimum rental number of 300-400 rental equipment</li> </ol>
Year 4	<ol style="list-style-type: none"> <li>Maintains loyal customers who have signed contracts in the 2nd and 3rd years with a loyalty program (Free rental period/free additional rental equipment)</li> <li>Increases the number of rentals by at least 500-600 rental equipment</li> </ol>
Year 5	1. Has a total rental of 700-800 rental equipment.

(Source: Author, 2024)

## 5. Conclusion

Effective management of warehousing and logistics operations is hindered by the substantial costs associated with procuring heavy equipment such as material handling and cleaning machinery. Despite this challenge, the demand for logistics services has steadily increased, particularly since the surge in

e-commerce driven by the COVID-19 pandemic. The logistics sector has experienced significant growth, as evidenced by the substantial contribution to the nation's GDP. To optimize marketing and remain competitive LogisMe has adopted strategic and marketing planning. The company aims to differentiate itself by focusing on specific market segments while investing in technology and human capital.

### **Limitation**

This study has several limitations. First, the focus on LogisMe's strategic and marketing planning provides a limited perspective on the broader logistics industry, as it does not extensively explore how external factors such as government regulations or global supply chain disruptions influence marketing strategies. Second, the research primarily addresses internal strategies, such as the investment in technology and human capital, without fully analyzing the impact of competitors' actions or market saturation. Third, the study's reliance on qualitative data may not fully capture the quantitative financial implications of high equipment procurement costs in warehousing and logistics operations. Finally, while the research acknowledges the growth of e-commerce and its effect on the logistics industry, it does not delve into potential long-term changes in demand post-pandemic or the scalability of LogisMe's strategies in different economic conditions.

### **Suggestion**

Several recommendations can be made based on the limitations of the study. First, future research should broaden its scope to include external factors such as government regulations and global supply chain disruptions to provide a more comprehensive view of the logistics industry. Incorporating quantitative analysis, particularly on the financial impact of equipment procurement costs, would enhance the understanding of economic implications for companies like LogisMe. Additionally, exploring competitor strategies would offer insights into innovative solutions for managing heavy equipment costs and maintaining competitiveness. Further research should also examine potential long-term shifts in e-commerce demand post-pandemic and their effects on the logistics sector. Finally, evaluating the scalability of LogisMe's marketing strategies in different economic conditions and markets would ensure their long-term viability and adaptability.

### **Acknowledgements**

I would like to express my sincere gratitude to all those who contributed to the success of this research. First and foremost, I thank the management and staff of LogisMe for their invaluable insights and support throughout the study. Their willingness to share experiences and knowledge greatly enriched the research. I also extend my appreciation to my academic advisors and colleagues for their guidance, encouragement, and constructive feedback. Finally, I am grateful to my family and friends for their unwavering support and understanding during this journey. Your encouragement has been a source of motivation, and I truly appreciate it.

### **References**

- Afriani, R., Indradewa, R., Yanuar, T., & Syah, R. (2019). Brand Communications Effect, Brand Images, and Brand Trust Over Loyalty Brand Building at PT Sanko Material Indonesia. *Journal of Multidisciplinary Academic*, 3(3).
- Alansori, A., Listyaningsih, E., Yuliansyah, Y., Lukman, I., & Sariningsih, E. (2021). Pengaruh Total Quality Management, teknologi dan budaya organisasi terhadap kinerja manajerial. *Jurnal Akuntansi, Keuangan, Dan Manajemen*, 2(2), 129–139. <https://doi.org/10.35912/jakman.v2i2.204>
- Arnova, I. (2022). Analisis Faktor-Faktor Usaha Berkelanjutan bagi UMKM di Kabupaten Bengkulu Tengah. *Jurnal Akuntansi, Keuangan, Dan Manajemen*, 3(2), 117–125. <https://doi.org/10.35912/jakman.v3i2.966>
- Ayu Purwati, A., & Kristanto, K. (2019). The Effect of Brand Image, Product Differentiation, And Relationship Marketing Strategy on Purchasing Decision of Toyota Brand Cars in Pekanbaru (Case Study on Toyota Agung Harapan Jaya). *Procuratio: Jurnal Ilmiah Manajemen*, 7(3), 286–296. <http://www.ejournal.pelitaindonesia.ac.id/ojs32/index.php/PROCURATIO/index>
- Barua, S. (2016). *The role of experience in facilitating networking in a B2B context*. King's College London.

- Batarlienė, N., & Jarašūnienė, A. (2024). Improving the Quality of Warehousing Processes in the Context of the Logistics Sector. *Sustainability*, 16(6), 2595.
- Bouh, M. A., & Riopel, D. (2015). *Material handling equipment selection: New classifications of equipments and attributes*. Paper presented at the 2015 International Conference on Industrial Engineering and Systems Management (IESM).
- Candra, E., & Sunaryanto, K. (2023). Pengaruh Harga, Kualitas Produk, Kualitas Pelayanan Dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan. *Business and Investment Review (BIREV)*, 1(5).
- Çizmeçi, F., & Ercan, T. (2015). The Effect of Digital Marketing Communication Tools in the Creation Brand Awareness By Housing Companies. *CILT*, 10(2), 149–161. [www.megaronjournal.com](http://www.megaronjournal.com).
- Dźwiarek, M., & Latała, A. (2016). Analysis of occupational accidents: prevention through the use of additional technical safety measures for machinery. *International journal of occupational safety and ergonomics*, 22(2), 186-192.
- Hadi, D. P., & Indradewa, R. (2019). The Service Quality Effect on Corporate Reputation, Customers Satisfaction, and Loyalty. *Journal of Multidisciplinary Academic 51 JoMA*, 03(03).
- Halimatussaadah, H., & Faeni, D. P. (2024). *Determinan Motivasi, Potensi Berbasis Kompetensi Serta Pelatihan dan Pengembangan terhadap Kinerja Karyawan yang Dimoderasi Pengalaman Kerja Balai Lelang: Studi Kasus Balai Lelang XYZ (Determinants of Motivation, Competency-Based Potential and Training and Development on Employee Performance Moderated by Work Experience at Auction House: Case Study XYZ Auction House)*. 5(4), 527–541. <https://doi.org/10.35912/jakman.v5i4.3470>
- Hama Kareem, J. A., Mohammed, B. I., & Abdulwahab, S. A. (2022). Optimal materials handling equipment and defective product reduction skills in enhance overall production efficiency. *SAGE Open*, 12(4), 21582440221128769.
- Kamasak, R. (2017). The contribution of tangible and intangible resources, and capabilities to a firm's profitability and market performance. *European journal of management and business economics*, 26(2), 252-275.
- Kusnandar, V. B. (2022). *Sektor Pergudangan Tumbuh 5,03% pada 2021, Ini Pendorongnya*. <https://databoks.katadata.co.id/datapublish/2022/03/15/sektor-pergudangan-tumbuh-503-pada-2021-ini-pendorongnya>
- Liu, W., Liang, Y., Bao, X., Qin, J., & Lim, M. K. (2022). China's logistics development trends in the post COVID-19 era. *International Journal of Logistics Research and Applications*, 25(6), 965-976.
- Lopes, A. R., & Casais, B. (2022). Digital content marketing: Conceptual review and recommendations for practitioners. *Academy of Strategic Management Journal*, 21(2), 1-17.
- Mulyana, Y., & Hamdi, E. (2023). Business Marketing Planning At Simpel Om Platform Company Construction Materials Sector" PT Simpel OM Unggulan. *Syntax Admiration*, 4(12), 2249.
- Pranata, A., Yanuar, T., Syah, R., & Anindita, R. (2020). Interpersonal Trust Impact on Moderate Customer Satisfaction by Product Quality and Brand Image. *Journal of Multidisciplinary Academic*, 4(1).
- Puspitasari, N., Yanuar, T., Syah, R., Indradewa, R., & Sunaryanto, K. (2024). Strategi Pemasaran dan Rencana Pemasaran Pada Proyek Pengembangan Usaha Laboratorium Daksa Medik. *Journal of Social and Economics Research (JSER)*, 6(1), 1299–1310. <https://idm.or.id/JSER/index>.
- Rahellea, S. L., & Rianto, M. R. (2023). Literatur Review: Pengaruh Kualitas Produk, Harga dan Loyalitas terhadap Kepuasan Konsumen Kopi Nako. *Studi Ilmu Manajemen Dan Organisasi*, 4(1), 63–73. <https://doi.org/10.35912/simo.v4i1.1782>
- Septi, S. P., & Nurtjahjadi, E. (2023). Pengaruh Kualitas Produk dan Harga terhadap Minat Beli Ulang Konsumen Hand and Body Lotion Marina di Kota Bandung. *Jurnal Akuntansi, Keuangan, Dan Manajemen*, 4(3), 173–183. <https://doi.org/10.35912/jakman.v4i3.1935>
- Yanuar Rahmat Syah, T., & Pusaka, S. (2018). Application of Segmenting, Targeting And Positioning (STP) and Networking, Interaction, Common Interest and Experience (NICE) Model On Startup Company of Service Provider in Indonesia. *Scientific Journal of PPI-UKM Social Sciences and Economics*, 5(1). <https://doi.org/10.27512/sjppi-ukm/ses/a21012018>
- Yusuf, M., Yanuarrahmat Shah, T., Pusaka, S., & Sunaryanto, K. (2022). Analysis of Segmenting, Targeting, Positioning and Marketing Mix Strategies on the Yonly Glass Processor and

Application GlassBusiness Plan. In *American International Journal of Business Management (AIJBM)* (Vol. 5).

Zaidan, M., & Hamdi, E. (2023). Promosi Harga, Kualitas Makanan, Citra Merek, Nilai Persepsi, Kualitas Pelayanan Yang Mempengaruhi Word Of Mouth Dan Niat Membeli Kembali Yang Di Mediasi Kepuasan Pelanggan Brand “Chatime” Umur 18-24 Tahun Di Bekasi. *Jurnal Ekonomi Dan Bisnis*, 24(1), 38–53.