ABSTRACT

Savings Product Portfolio Analysis and Development Strategic
(Case Study of PT. Bank Bukopin Tbk)
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The purpose of this study were (1) Conducting an analysis of Bukopin’s Saving Products position compared to banks savings products competitors based on the relative market share and market growth. (2) Conducting an analysis of the relative position of each type of Bukopin’s Saving Products in the product portfolio matrix. (3) Conducting an analysis of product life cycle of each type of Bukopin’s Saving Products (4) To formulate an alternative strategy that can be used to develop portfolio of Bukopin’s Saving Products.

The data collected from internal observations of Bukopin’s Saving Products growth and questioner / direct interviews with experts in their field. The data is then processed and analyzed using the BCG Matrix, GE Matrix and Product Life Cycle (PLC). Results of data analysis shows that the position Bukopin’s Saving Products on BCG Matrix is in Question Mark quadrant, while the GE Matrix analysis results showed that products Tabungan SiAga, Tabungan Bisnis, Tabungan Premium and TabunganKu are in a position “Selective Growth”, while Tabungan Haji, Tabungan Rencana and Tabungan Payroll are in “Selective” positioned. Analysis using the PLC shows that there are 2 (two) products that have been through a phase of maturity (mature), the Tabungan Rencana and Tabungan Premium, while other types of savings products are experiencing growth stage (growth).

Alternative strategies can be implemented to Tabungan SiAga Bukopin and Tabungan Bisnis Bukopin: Retain existing features of current products, Improving service to customers through additional facilities are not provided by the competitors, sales program activities focused to increase service quality, increase customer loyalty and up selling. Investment for advertising to be selectively and emphasis on the mass market product by emphasizing service as a competitive advantage of these products. Tabungan Premium Bukopin: Maintaining the current product features, increase interest rates above the interest rate competitors, conducting market development to entering the market segments in outside of Jakarta, increase sales promotion activities in outside of Jakarta, the investment for advertising to be enhanced by emphasizing on excellence in interest rates. TabunganKu: Conduct research to improve the product weaknesses, build business strength to create the product is capable of becoming the market leader in its segment, penetrate the market by increasing the activity of sales programs and promotions / advertising, enlarging the number of salespeople through outsourcing, advertising investment is selectively and focused on positioning these products as the market leader. Tabungan Haji and Tabungan Payroll: conducting research and product development to build specialized features that have not owned by a competitor based on high technology, provide one stop service for customer, conduct cross selling to the debtor to create co-operation of payroll administration services, sales programs focused on activities Business to Business (B to B). Tabungan Rencana Bukopin: conducting research and product development to build specialized features that are not owned by a competitor, sales programs conducted on market niches that have not been touched by a competitor, investment for sales promotion and advertising to encourage savings transfer funds from other banks into the product.