President University

Internship Report for

PT. HEWLETT PACKARD INDONESIA

Fransiska Roseline Setiawan Putri

Business Administration

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January 2018

LETTER OF COMPLETION

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To Whom It May Concern
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This is to certify that **Fransiska Roseline Setiawan Putri** was in our employment from May 3rd, 2017 to January 5th, 2018, her last position was the **Intern.**

During her service with us, Fransiska Roseline Setiawan Putri has proved herself as a reliable employee and showed a consistent performance in carrying on her duties.

We wish to express our sincere appreciation for her contribution and cooperation during her service with **PT Hewlett-Packard Indonesia** and wish her all the best in her future endeavors.

Jakarta, January 30th, 2018
Yours sincerely,

Stavia Dexterina P
Country HR Leader

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PREFACE

First and foremost, I would like to express my gratitude to God for all His unconditional blessings during my 8 months internship period. Thank You for choosing the best place for me to grow.

I also would like to thank President University for providing chance for its students to gain professional working experience through internship program. This program indeed is very beneficial for students to apply what they have learned and apply it in the company life.

Last but not least, for PT. Hewlett Packard Indonesia. Thank you for accepting me, trusting me for a lot of exciting projects, and continuously sharing your valuable knowledge. I think, that is what matters the most.

I hope this internship report could be beneficial for President University and students who are seeking internship experience. Every internship experience worth and I am glad to share my journey in this report.

Cikarang, 14 January 2018

Fransiska Roseline Setiawan Putri

CHAPTER I

INTRODUCTION

1.1 Background

The growth of E-commerce in Indonesia is magnificent as it is regarded as the fastest in South East Asia (Kinasih, 2017). By 2020, Indonesia is predicted to be the largest contributor for online sales revenue in South East Asia with revenue of Rp 1,777 Trilion (Idris, 2017). This is not surprising as Indonesia currently has 132,7 million internet users which numbers are still projected to grow (export.gov, 2017). Hence, many companies have formulated new strategy to create better business ecosystem covering both offline online business, to make sure that customers can find them in both channels.

The same thing applies in PT. Hewlett Packard Indonesia. HP, company which main products are IT have started new division called "Omnichannel" by 2015. Omnichannel, derived from the word "omni" means "one", which symbolized the company aspiration to provide a seamless customer experience accross channels include the offline and online stores. The direction of focusing in "Omnichannel" has been proliferated in all HPs accross countries before 2015, but fully implemented in Indonesia since 2015. While the offline channels of HP has been established long time before, the company start fully focusing on online business by 2015. Now, this division is still building the online environment with ambition to integrates the online with offline channels by 2018.

Omnichannel Division is the place where I spent my 8 months internship there. During this period, I learned so much about Omnichannel srategy mostly from the experts. My direct manager is the SEATHK (South East Asia, Taiwan, and Hong Kong) Regional Head based in Singapore and I am directly supervised by Country Omnichannel Sales Manager. During my internship, I work closely with some HP Omnichannel team in China and Singapore.

1.2 Purpose

The purpose of this report is to explain the projects that intern have been through during 8 months of internship as the requirement for every student in International Career Center – President University. This report also gives a beneficial insight for students who want to pursue career related to Omnichannel/Online Business/IT industry. In this report, there are internship activities, personal evaluation, personal results, evaluation, and self-improvement report. Intern also provide some visuals that describe the activities on appendices.

1.3 Objectives

The objectives of the internship program are:

1) To gain real work experience
2) To learn how the professional world is.
3) To increase capacity, improve new skills, and implement what has been taught during courses in President University
4) To contribute to the company

1.4 Benefits

The benefits from this internship program are:

1) Understand Omnichannel strategy and its implementation in IT business
2) Gain personal knowledge and experience related with Omnichannel
3) Understand how a retailer utilize metrics and big data as business intelligence in defining appropriate Omnichannel Strategy
4) Understand various retail marketing channels such as SEM, SEO, Interstitial Ads, etc.
5) Understand how a partner business manager should treat his/her channels
6) Gain new skills such as business communication, negotiation, discount matrix strategy, marketing strategy, etc.

CHAPTER II

COMPANY PROFILE

2.1 History of The Organization

Hewlett Packard (HP) is established on 1939 in Palo Alto, California. It was founded in a garage by William "Bill" Hewlett and David "Dave" Packard, two Stanford University's graduates in Electrical Engineering. They started their friendship and initiated a company on 1935 in a garage in Palo Alto, San Fransisco, California. Their first product recognized as bringing financial success is audio oscillator, the Model HP200A which lasts until 1972. This product also being bought by Walt Disney Studios for their movie *Fantasia* (HP.com, 2018). Hence, this brought a close relationship between HP and Walt Disney Studios until today.

The company decided to moved from the small garage to a rented building by 1940 with name Hewlett-Packard after Bill and William tossed a coin to decide if the name of their company should be Hewlett-Packard or Packard-Hewlett. The company become incorporated on August 18, 1947, and finally went public on November 6, 1957. The purpose of this IPO is to ease estate planning for the founders and enable employees to has share in the company. Currently, HP has their stocks released and has stock price of USD $21,75 (marketwatch.com, 2017).

The main products of HP are PC (Desktop and Laptop), Printer, Ink, Toner, and Accessories (Mouse, Keyboards, etc.). Previously, the company also has software and service business, but decided to split into two separate entities which are: "HP Inc" for hardwares and "Hewlett Packard Enterprise" for software and enterprise services on 2015. The motto of HP Inc are "Keep Reinventing" that describes the eagerness of HP to re-invent the way people work, to create technology that amaze and ease the way people work. HP has developed some more interesting products in 2016 such as HP Jetfusion 3D Printing to create ornaments and make it directly using a printer, HP Sprocket mini photo printer, and Workstation which is used by NASA for international space station. HP also takes project in re-inventing live in Mars through a project called HP Mars Home Planet.

Figure 2.1 HP Workstation is being used by astronauts in International Space Station

The company has gone global from 1959 and now has operated globally in a lot of countries including Indonesia, and has a large workforce and numerous offices in Bucharest, Romania and Bangalore, India, mainly to address their back end and IT operations.

HP also maintained a well sustainability report with some programs such as HP Planet Partner, efficient product listed in ENERGY STAR certification, and create ink cartridges using plastic waste in Haiti (HP.com, 2018). It is Ranked 1st in industry sector (Technology Hardware, Storage & Peripherals) by 2017 by Corporate Knights Global 100 Most Sustainable Corporations and some more awards for its sustainability effort.

2.2 Vision, Mission, and Objectives

Figure 2.2 HP's Vision and Mission

2.3 Organization Chart

Figure 2.3 Organizational Chart of HP indonesia

2.4 Core Organization Activities

The heart of HP is to produce and manage selling of IT products (PC, Printers, Ink, Toners, and Accessories) accross the world. HP managed its supply chain well and distribute different tasks around the world, while each country may still have exact function exist. For instance, the sales division exists in every counry, while production only happens in Bangalore, India. The IT backbone also in India and Romania, call center varies in Malaysia and India. In Indonesia, the call center and IT backbone are still supported by HP's team in Malaysia and India, but the Indonesia's headquarter has own sales division, responsible in managing traditional channels, own service team, omnichannel division, and other core divisions such as marketing, finance, and human resource. Hence, the main activity of HP in Indonesia is in managing traditional and

online channels, maximizing sales, creating HP's marketing effort, and managing after sales services.

2.5 Products and Services

HP Products consists of three main categories which are PC, Printer, and Supplies. The details breakdown consists below:

(1) Personal Computers

HP provide two kind of PC based on its "best use for"

Based on its "best use for", there are Home and Business.

a. Home

This type of PCs are those which are suitable for personal and home usage. This is characterized by more attractive design, shorter life cycle, cheaper price, but material with less durability than the commercial PC.

HP has five lines of "home" PC which are:

1) HP Essentials

Typical of PC for home usage, with complete range of processors from AMD and Intel. This is in the range of "great value" which is also called as OPP (Opening Price Point). The price of these laptops are generally cheaper than other type of laptops. Some also comes with 360 degrees hinge and touch display. Comes in HP 14 & 15 Laptops, Desktops, and All-in One.

2) Pavilion

In the middle up segment, there is Pavilion Laptops which are built for higher performance and more attractive design than the HP Essentials. Some also come in 360 degrees hinge and touch display.With higher performance, HP pavilion is perfect for students or employees, good for working and gaming too. Also comes in Laptops, Desktops, and All-in One

3) Envy

Envy is built for powerful design with higher performance than HP Essentials and HP Pavilion. HP Envy is made using alluminium chasis, smaller bezel, and lightweight. The newest HP Envy comers in two colors: silk gold and natural silver. HP Envy also has a durable battery

life up to 14 hours, ultra HD display, and audio from Bang & Olufsen. Only available in laptops mode.

4) **Spectre**

In the most premium segments, HP has two range of products based on its focus : Spectre and Omen. The latest Spectre has the thinnest size among all laptops in the world. Laptop equipped with fast charge, the latest Intel Quad Core 8th Gen, for the best performance. Spectre only available in laptops mode.

5) **Omen**

Omen is specially designed for ergaming experience with optional NVIDIA® GeForce® GTX™ 1070, VR Ready, single panel access, bigger memory, and cooling ability in its thermal design. Available in both desktop and laptops.

b. Business

The business laptops have more tough design and material (mostly metal, not plastic), higher durability (tested through military standard testing), and having longer life cycle than the "home" laptops. This is targeted for SMB & Office use. It has five lines:

1) **HP Essentials**

Consists of HP 240 and HP 245 in laptops section. While in desktops, there is HP 280. This entry level PC suits for SMB with generally lower prices than other lines, but equipped with stronger performance and design compared with the home PCs.

2) **Pro**

Pro comes in laptops (ProBook), Desktop (ProDesk), and All in One (ProOne). Pro is designed for middle up segment, with more durable body rather than HP Essentials.

3) **Elite**

The most premium range of Commercial PCs. Elite also comes in laptops (EliteBook), Desktop (EliteDesks), and All in One (EliteOne). Generally equipped with better performance and body than HP Essentials and Pro.

4) **Z Workstation**

Designed for tough multimedia or industrial work, HP Z Workstation comes in Laptops (Zbook) and Desktop (Z Workstations). The Z range has Intel Xeon processor and compatible for AutoCAD software for 3D Drawing.

5) **Thin Client**

The thin client is computer which is built to connect several computers using server, best for broader computer infrastructure at office.

6) **Retail Points of Sale**

The new range of HP Products specifically for offline retail needs, a Point of Sale System with style and durable performance. Comes in different models from Mobile and Tablet.

7) **Printers**

Just like PCs, HP Printers also comes in two selection which are "Home" and "Business". In the home section there are Deskjet, Deskjet Ink Advantage, and Sprocket. Deskjet Printers are suitable for the home and personal use, Deskjet Ink Advantage is similar as Deskjet with more efficient ink usage, and Sprocket is a mini photo printer. The business section has larger section varies from OfficeJet, LaserJet, PageWide, and DesignJet, designed to meet corporate needs for different sizes of papers.

8) **Supplies**

Consists of Inks & Toners for HP Printers use.

9) **Accessories**

Consists of Keyboard, mouses, monitors, docking, speakers, cables, graphic cards, etc.

2.6 Review of Organization Growth and Trend

Figure 2.4 The Store-in Store Sales Performance

CHAPTER III

INTERNSHIP ACTIVITIES

3.1 Routine Task

a. Etail Sell Through Sell Out Report (Figure 3.1)

Table 3.1 Etail Sell Through Sell Out Report

Intern manage report of sell through (ST) and sell out (SO) report for internal HP intelligence. Intern use data gathered from various etailers (JD.id, Lazada, Blibli, etc.) to make the report in Excel. Report is submited on quarterly basis, but is reviewed in monthly basis. Report shows the target of ST & SO, balance, real ST & SO data based on categories (PC, Print, and Supplies). Data is submited to Etail SEA-K (South East Asia – Korea) Lead for strategic purposes.

How to do it:

1) Discuss with Omnichannel Sales Manager about the quarterly target for each etail
2) Gather the Sell Through Report from ASPEN
3) Gather the Sell Out & Stock Report every end of month
4) Make reporting in Excel.
5) Compare the real ST, SO, and Stock with Target.
6) Review on quarterly basis with Manager. Define strategy if we should postpone more ST or help etailers pushing more SO through SO program.

b. Employee Purchase Program (Figure 3.2)

Figure 3.1 Sample EPP Print Catalogue

A monthly catalogue for HP Employee in www.epp.hpshopping.id , intern gather SKUs which sales going to be pushed, giving briefing to designer, and responsible in translation, and creation of marketing material. Only HP and HPE (Hewlett Packard Enterprise) employee who can access the portal and get generally 20% discount. EPP

Catalogue is blasted every quarter and during my internship period, it was blasted on June and November 2017 through EDM.The example is as below:

How to do it:

1) Discuss with Omnichannel Sales Manager about the SKUs going to be pushed (mostly ageing SKU, define in each class entry, middle, premium; and if there is any additional discount occurs).
2) Create the brief of promotional shout out, and give the SKU to Marketing Manager and Designer
3) Assist Designer in the creation of EDM, Print Brochure, Landing page (if any)
4) Once design ready, ask approval from Omnichannel Sales Manager and Product Manager if necessary
5) Discuss with vendor for Print Brochure creation
6) Blast the EDM through Email and put the Print Brochure in every employees' tables.

c. Corporate Employee Purchase Program

Generally same as EPP, but CEPP only gives 8% discount. The steps to do it is also same as EPP. CEPP is blasted to some companies which have a cooperation with HP. The employees for those companies are entitled to special 8% discount for all HP Employees.

d. Inside Sales Representative (ISR) Brief

Whenever there is new promotion, intern is responsible in scheduling a training for ISR, the call center agents based in Kuala Lumpur. The training is conducted through Skype, involving the Omnichannel Sales Manager. Training includes the SKUs promoted, discount, terms and condition, and answer every Call Center Agents question related the promotion.

How to do it:

1) Create PPT to explain

2) Discuss with Omnichannel Sales Manager if there is any additional things, and who will present

3) Schedule a training session in Skype

4) Conduct the training

e. Content Management for Online Store (OLS)

Intern is responsible for managing content in www.hpshopping.id, this includes providing brief for promotion, providing translation when necessary, and proof reading when necessary. Designers and Marketing Managers are based in Singapore who needs intern in doing these tasks. Intern also reminds Store Admin based in Kuala Lumpur to drop banners when promotion ends, to keep the content updated.

How to do it:

1) Communicate with Marketing Manager about new promotion coming

2) Providing the promotion brief, asking Marketing Manager approval

3) Assisting Designers in the making.

4) Designers provide design in Invision Application.

5) Asking Omnichannel Sales Manager & Country Product Manager approval

6) Approving the design in Invision

7) Asking Designers & Content Development team to roll out assets and deliver assets to Store Admin

f. Raising PR to Smartbuy

Intern is responsible for raising PR for outsourced service payment through HP's payment portal : Procurement Plaza. This is only for service performed for HP Omnichannel division.

How to do it:

1) Go to the portal

2) Create PR

3) Attach the quotation from vendor and SOW (Statement of Work)

4) Follow up for the process until vendor can invoice HP and receive payment.

3.2 Online Store Projects

a. **Ramadan Promotion – May – June 2017**

Occurs on June 2017, intern was assisting Omnichannel Sales Manager in creating the promotion and assets in www.hpshopping.id.

How to do it:

1) Discuss with Omnichannel Sales Manager about the SKUs and promotion
2) Brief partner who manage OLS (PT. Acommerce Solusi Lestari) about the promotion. Asking their agreement.
3) Deliver the brief to Marketing Manager and Designer.
4) Proof reading the asset
5) Deliver to store admin

b**.** SMB Loyalty Program – December 2017 (Figure 3.3)

Figure 3.2 Original Rewards Program in India

It is a program to gain Small Medium Business loyalty, by giving them discount for every purchase of HP products. HP get some benefits by having database of SMB, which can be future targeted customers. Customer must register to open SMB store: https://www.hpshopping.id/smbclub . This program is a benchmark from https://originalrewards.hpshopping.in/customer/account/login/

How to do it:

1) Determine the SKUs for SMB Club and special discount
2) Submit the list of SKUs to Content Development Team
3) Waiting Content Development team in creating new domain smbclub.hpshopping.id
4) Assisting designers in the asset creation (banner, landing page, etc)
5) Deliver the assets to Store Admin

b. New Magento Store Launch (including New Store Promotion) August-November 2017 ()

Figure 3.3 New Store Promotion

The OLS (www.hpshopping.id) was using Magento 1.0 platform, managed by our partner. But from August 2017, the migration begins to new Magento 2.0 which enables some additional features such as: product comparison, credit card with 36 banks payment, COD, Go-Jek Integration, SMS Push Notification, etc. Intern was assisting Content Team based in China, with Omnichannel Sales Manager in doing the Golden Transaction testing, a test to see if all payment options and integration between platform and partner who manage our store: PT. Acommerce Solusi Lestari works properly. Also, intern listed down every pages need to be migrated from old store to new store. The migration to New Magento 2.0 succesfully done by end of November 2017.

How to do it:

1) List down every marketing campaigns, pages, and voucher codes from existing store.
2) Asking approval from Omnichannel Marketing Manager and Sales Manager for the lists
3) Provide it to the Development Team based in China
4) Assisting in the staging new store, do testing, and proof reading
5) Do Golden Transaction testing
6) Assist in the migration process
7) Assist in solving every problem occurs such as broken URLs, missing product page, etc.
8) Create the New Store Promotion with my supervisor.

c. Omen Launch – August 2017 (Figure 3.5)

Figure 3.4 Omen Banner

A brand new gaming PC from HP was launched on August 10th 2017 in most online platform: Lazada, JD.id, Blibli.com, Tokopedia, Blanja.com, and MatahariMall. Intern was assigned to gather information from all ecommerce platform about what kind of marketing support they could give during the launch.

How to do it:

1) Join discussion with Ecommerce Partners and gather their ideas of what kind of support they could give to promote Omen. HP will also gives exposure to them in our Media Event and OLS landing page accordingly.

2) Communicate with Marketing Manager about the insights, and gather assets from Marketing Manager

3) Share the Omen by HP official assets to all Ecommerce Partner who participate in the launch.

4) Communicate with partner (Acommerce) about the list of partners logo to be exposed in HP OLS.

5) Make sure that all Ecommerce Partners give support they promised while also ensuring that our OLS site and HP gives enough exposure for them.

c. PP Digital Day

It is an event conducted by PT. PP Persero inviting hundreds of construction companies in Indonesia. The purpose of the event is to educate the construction companies about how important digitalization is for construction companies, inviting some IT related companies as sponsor. HP Indonesia become the sponsor and can open booth on the D-day on 4th October 2017. I was entitled as the PIC.

How to do it:

1) Register HP as sponsor
2) Assisting in the payment from HP to committee
3) Gather demo units for the booth
4) Communicate with Blibli team to provide BlibliNow so appointed HP partner can do direct selling in the booth
5) Preparing the banners, and the booth necessities (electrictity, tables, etc) before D-Day
6) Responsible in the booth during D-Day, with HP's trainer to explain to the customer regarding the products, and assist partners in direct selling.

d. Trade-in Trade-up – October 2017

Figure 3.5 Trade-in Trade-up Program

A program made by HP targeting companies and SMB to trade-in their old PCs with new HP business PCs: https://www.hpshopping.id/id/promo/titupromo which runs from October 2017 – January 2018.

How to do it:

1) Gathering TnCs from HP Product Manager
2) Creating promotional brief for Marketing Manager and Designer.
3) Assisting designers in asset creation
4) Deliver it to store admin
5) Brief ISR about the promotion

e. Customer Journey Mapping – September – October 2017

Figure 3.6 Customer Journey Mapping Banner

A special project to gain customer insight regarding HP, we interview 10 customers who purchase HP products, dig down their reason, and experience, and overall impression about their purchase experience. We also interview 10 customers who did not purchase HP products though they have the intention to purchase it. We dig down their reasons and making conclusions for better purchase experience, either in online or offline store. This project is directed by HP's Global Omnichannel for purpose of creating One Brand One Experience.

How to do it:

1) Discuss with Quadmark, appointed agency to do this survey in the mechanism, and what should HP do to help them. It was concluded they need an EDM blasted to all HP's customers to see their interests.
2) Assist in the EDM creation to attract customer to join the program.
3) Blasting the EDM
4) Calling customers who register to ensure they willing to come on scheduled date
5) Send customers the invitation by email

6) Assist in the interview the customers with Quadmark and Omnichannel Sales Manager. Intern was assigned as the report writer.

7) The next steps were done by APJ (Asia Pacific and Japan) Project Manager with Quadmark. The result was presented in front of HP's management team for intelligence in creating better customer experience.

g. ID Etail Framework Q4 2017

A framework to define the proper strategy specifically for different Etail. My direct manager assigned me to lead the project by collecting proper data and make analysis together with My Supervisor.

How to do it:

1) Analyze the Sell-Out Data for each etail, determine which categories and in which price point does the sales appear the highest.
2) Analyze the traffic data and electronic page traffic data of each etail.
3) Make a mini customer survey to understand customer preferences when choosing an etailer to purchase electronic product bit.ly/ecommercepilihan.
4) Compile all data in one PPT.
5) Discuss with my supervisor related to strategy we would do based on the data
6) Present the strategy to my manager.

h. Commercial PC Promotion – December 2017 – January 2018

Special promotion 5% discount and MAP Vouchers to attract companies and SMB. Promotion runs from December 2017 – January 2018.

How to do it:

1) Brief partner about the promotion and ask their agreemment
2) Prepare the TnCs based on discussion with Omnichannel Sales Manager
3) Create the assets together with Designers and Omnichannel Sales Manager
4) Give the assets to Store Admin to make it live in https://www.hpshopping.id/id/business-solutions.html
5) Brief ISR about the promotion

      i.   1212 Promotion –December 2017

Special promotion from HP during 1212 Mega Campaign. HP creates voucher code "HP1212" which gives additional discount of Rp 120,000 for any product with min purchase transaction of Rp 1,000,000.

How to do it:

1) Asking the development team to create voucher code "HP1212" with proper TnCs.
2) Testing the voucher code if it works
3) Brief ISR team about the voucher code
4) Assisting designers in assets creation, and ensure that it's live during 12 December 2017.

     j.   Year End Promotion – December 2017 – January 2018

Figure 3.7 Year End Promotion Banner

Special promotion from HP in regard of year end and new year promotion. https://www.hpshopping.id/promo/year-end-promo.html

1) Discuss with Product Manager and Omnichannel Sales Manager if they have certain SKUs for promotion
2) Creating the brief for Marketing Manager and Designer
3) Assisting in assets creation
4) Submit asset to Store Admin on time

     k.   Integrating Online to Offline business – CPUCOM – December 2017

CPUCOM is one of HP biggest traditional partner, we are now integrating with CPUCOM to help them enter the online business, and CPUCOM will also

3.3 Etail Projects

a. JD.id - HP Joy Exclusive SKU – June – November 2017.

An exclusive SKU for JD.id. Exclusive SKUs offer some benefits for etailer: they can do promotion crazily without being complained by traditional channels because of selling way below SRP, HP will give special exposure for the SKU in HP social media and site, and HP will also support the sales of exclusive SKU totally whenever low sales occurs. Same thing happen with HP Joy which has a low sales during the first time of the launch in price point of Rp 3,699,000. HP then give sell out support to clear out the products. Intern was assigned to put HP Joy content in HP Social Media.

How to do it:

1) Asking the HP Brand Guidelines from HP Marketing Manager
2) Share the guidelines and brief to designer
3) Asking HP Marketing Manager approval for the asset
4) Share the asset to Edelman (our PR Agency) to be put in HP Indonesia FB Account.
5) Intern also in charge in delivering asset of advertisement in Tribun News.

a. Dinomarket CEPP Projects – October 2017 – until now

A CEPP platform powered by Dinomarket. Dinomarket will help to find companies for this CEPP platform, example of domain: hpmandiri.com where employee from certain companies can log-in the portal and find a close looped store for them to make purchase of HP products with special discount.

Progress:

1) Initial discussion with Dinomarket done on October 2017
2) List of SKUs and discount sent to Dinomarket on October 2017
3) Waiting for Dinomarket in creating the platform

b. Tokopedia Indocomtech 2017 – October – November 2017

Intern was assigned in becoming the PIC for Tokopedia booth during preparation and D-Day. Indocomtech is the largest IT exhibition in Indonesia from 1 -5 November 2017 in JCC Senayan. HP has its own main booth managed by traditional partners, while the

online channel merged with Tokopedia and JD.id. But intern only managed Tokopedia booth. The duties consists of ensuring demo units ready in booth, promotion are attractive, ensuring there is sales promotors, creating the print brochures, and making Koran Tempo Advertisement.

How to do it:

1) Gather promotion from Product Manager and Omnichannel Sales Manager
2) Listed down demo units needed, asking it to Product Manager and Marketing Manager
3) Requesting Sales Promotors from Trade Marketing Manager
4) Ensuring that Sales Promotors will get free access to the event
5) Deliver demo units to Tokopedia before the event
6) Assisted during the display process in JCC Senayan
7) In charge in giving the meal allowance for the Sales Promotors
8) In charge in sharing the daily sales performance to Omnichannel Sales Managers
9) In charge in creating Tempo Advertisement on 4 November 2017 by cooperating with Agency

b. Lazada Online Revolution – August – September 2017 (Figure 3.10)

Figure 3.8 Lazada Online Revolution Marketing Material

Lazada has a brand partnership program during 11.11 and 12.12. This requires brand to push traffic to their own Store in Store in Lazada, and list down other support for Lazada during the event, and vice versa, Lazada will drive traffic for the brands during 11.11 and 12.12 through their TV Show, etc. Intern was assigned to complete the proposal for Lazada based on all HP's stakeholder approval : Omnichannel Sales Manager, Marketing Manager, and Product Manager. Lazada gives their brand partners some ranks : Platinum, Gold, and Silver to address their support granted to those partners based on what they give to Lazada.

How to do it:

1) Conduct a meeting with Lazada team and all HP Stakeholders to understand further about the event

2) Gather all HP Stakeholders decision on what support they could give.

3) Create proposal for Lazada team

4) Cooperate with Marketing Manager in creating assets for Lazada

5) Communicate with Koran Tempo for the advertisement

6) Deliver marketing assets for Lazada and Koran Tempo to be displayed during the teasing period and the period

c. Spectre Launch Exclusive in Blibli.com – 7 December 2017 – 7 January 2018.

The new Spectre Laptop 13 and Laptop X360 is annually launched, this time, exclusively in Blibli.com. Intern was assigned to ensure that Blibli.com provide a dedicated landing page during the promotion and track weekly Pre-Order report for SEA-K Omnichannel lead.

How to do it:

1) Communicate with Blibli about the landing page needed, asking them the URL

2) Share the URL to HP Marketing Manager

3) In parallel, also create dedicated landing page in https://www.hpshopping.id/id/spectre-13 and https://www.hpshopping.id/id/hp-spectre-x360 to announce HP customers about the new Spectre.

4) Also ask Blibli team to share weekly Pre-Order result during 7 December 2017 – 7 January 2018.

CHAPTER IV

PERSONAL EVALUATION

I personally think that my internship period is so beneficial as a retail student. I learned so much things related with digitalization of retail in own website and various etailers:

a. Discount Matrix

   Discount Matrix for various campaigns and B2B sales in HP Shopping.

   1) Create discount without harming the business.

      How we should implement proper discount based on buying price and margin of the product, and how we should negotiate to get higher discount during special campaign period on Online Revolution (11.11 and 12.12), Black Friday, etc.

      We basically must ask additional support from other stakeholder such as product manager, distributor, etailer, or use own marketing budget. Also, how we should manage the discount accross different partner in offline and online, to make sure that what we do in one channel (for instance: Discount 30% in Lazada) will not harming the sales in other channel for long term.

   2) Rebate and HP Cash

      How we could be more aggresive in discount by utilizing the rebate program for partner. I do not understand fully about the rebate threshold, but partner get some rebate based on how big buy-in that they do. HP Cash is other program from HP based on partner's sell out. Hence, I understand that there are many ways to manage partners, making them eager to sell HP products, while also take advantage using their rebate and HP Cash for promotional activities.

b. The Retail Chain

   I understand deeper about how the flow of retail chain, from dirstributor, to reseller, to end user. We used to call Distributor as T1, Reseller as T2, and Smaller Resellers as T3, finally goes to End User.

c. Managing Etail Business

HP Omnichannel has own SIS (Store in Store) in almost every etailers in Indonesia: Lazada, JD.id, Tokopedia, Blibli, Shopee, Elevenia, Blanja.com, MatahariMall, and Alfacart.

1) Understanding data to determine the proper strategy for each etail

We evaluate various aspects of etailers such as the sales and traffic to determine product differentiation for each etail. For instance, Lazada and Shopee is good for low-end products based on our historical sales there, and also their overall sales in term of IT products. Blibli.com, on the other hand, could sell premium products. That's why we do Pre-Order of Spectre in Blibli.

2) Dedicated online SKU

Understand which dedicated online SKU suitable for each etailers to prevent clash among fellow etailers or traditional partners. For instance, looking at Lazada sales and most selling products below, we can conclude that Lazada is good at selling low end laptop.

Hence, we gave them a dedicated SKU of HP 15-BW528AU with price point of Rp 3,265,000.

Different situation happens with Shopee which does not have good selling in laptops but very good in selling printers and accessories, we plan to give them a Mouse as their dedicated online SKU, or Blibli which is good in selling premium, we give them Spectre as their dedicated SKU.

3) Strategy to increase online sales

I also learn tips and tricks to be success in selling IT products at etailers. Each etailers have their own characteristics which influence the way we promote the products, but generally there are some tips:
a) Clear Product Specification in the Title
b) Sell-out program. For official store, it is better to give gimmick rather than cut price.
c) Utilize etailers advertising strategy: TokoAds

Tokopedia customer journey is quite special since their customers usually directly type what they are looking for in the search column on the homepage, not by browsing in the category. The products shown in the first row are those who have high TokoAds bid, works just like the GoogleAds. Hence, we have to put bid and utilize TokoAds to make better product discoverability.

d. Integrating Online and Offline

During my internship period, sometimes clash still happen between the online and offline partners. For instance, during 11.11, some offline partners found special pricing in online platforms which is way below their buying price. Hence, they will complaint to HP. Learning from this lessons, the Omnichannel Division starts to focus on leveraging existing offline partners in Online Business. Our current online partner which manage www.hpshopping.id (PT. Acommerce Solusi Lestari) does not always have adequate stock to accomodate the opportunity comes in our call center. Hence, we brief our Call Center agent to contact 20 of what we call "MFT partners" to help fulfilling the customers demand. If this is in our own website, we also start leveraging the offline partners through Authorized Reseller Program in each etailers. We select 4 biggest PC offline partners and 3 biggest print online partner to enter Lazada, and we listed down the ARPs products in our official store in Lazada. We also give special sell out program for the ARPs in Lazada. Hence, it decrease clash between offline and online partner since we give similar treatment for both of them.

e. Formal Partnership Agreement

How we create legal contract with new onboard partner, which requires legal documents (SIUP and NPWP) and legal information from partner, how is the format of Confidential Disclosure Agreement made if any data sharing incurs, I learned the flow and format of it in HP.

f. Digital Marketing, Affiliate Marketing, SEM, SEO, SMS

I learned several methods to gain more sales in online business such as:

1) Affiliate Marketing

We cooperate with Shopback to give hidden discount for customers. Also we give a cart abandonment discount for customers. Further, we plan to cooperate with local affiliate marketing site www.hadiah.me .

2) SEM and SEO

A very impactful tool to make customers go to our site whenever they are looking for HP products.

SEM → Search Engine Marketing

SEO → display our promoted site on top of google search.

3) Social Media Marketing

I learn how we can utilize that to generate traffic to our site.

Facebook Dark Post → A paid post in Facebook, which appears only for selected customers who seems to be attracted with the advertised products. It will not be shown in Facebook Homepage of HP Indonesia. We can utilize paid post for advertisement with big call to action.

Instagram Paid Post → A paid post in Instagram, also appear for targeted audience. Customers who click will go to the directed site. It will not be shown in Instagram Homepage of HP Indonesia. We can utilize paid post for advertisement with big call to action.

Organic Post → A post which will appear in HP Indonesia Instagram homepage and will last forever unless it is deleted by the account's owner. Ideally should be more like a lifestyle picture, without big call to action.

4) SMS Notification

We can also use an SMS marketing to customers by cooperating with certain credit cards, or vendor.

g. Product segmentation

I understand better about the IT products, processors, the difference, and the customers preferences. For instance in term of processor:

a. Low End Customers : prefer Celeron DOS laptops.
b. Middle End customers : prefer AMD A4 or E2 laptops
c. High End customers: prefer Interl i3, i5, or i7.
d. Gamers: prefer Quad Core

h. Hard Skills: Microsoft Excel

I learn more formula in analyzing data such as VLOOKUP and IF.

i. Soft Skills:
1) Business communication

All emails sent in HP mostly using English which is important for my practice in business writing. I also join several meetings with Managing Director and Directors and learn how negotiation happens in formal English communication. Hence, this increase my knowledge about business communication.

2) Interpersonal Skill

I learn how to work as a team, empathy, communicate better, and grow positive attitude such as work hard, positive thinking, and accepting other people and myself better.

CHAPTER V

RECOMMENDATION

1) **For HP Indonesia:**

At the moment, HP Indonesia only has three interns, two in Omnichannel Division and one in Marketing Division. I think it has been a great program for students to learn in HP's growth mindset environment and open door policy. The thing that I like the most is that HP never treat the interns as incompetent employees, whereas give big chance for intern to explore and lead some exciting projects. Hence, my suggestion is to legalized the internship as annual program. I think this will be a good way to implement CSR program in People Development as it will train students to feel the real professional working environment which nurtures them to be better person.

2) **For President University:**

I think the 8 months internship program is valuable for professional knowledge of students, but it should be re-evaluated as the thesis deadline is very close with the end of internship period. It is not always easy to manage your daily projects in office and catch up with thesis submission deadline. In my case, we have tight projects deadline in office, required us to works sometimes 10-12 hours daily, and sometimes work in weekend. As a newbie in professional world, I am still learning to catch up all the tight projects' deadline, and it is double hard as I also have to finish my thesis on December. But I am so grateful that President University extend the thesis submission deadline to 10 January, which is 10 days after my internship ends.

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LIST OF TABLE

Table 3.1 Sell Through Sell Out Report

		Opening Stock 4 Nov	TGT		Laptops								
					Nov		Dec		Jan		QTD		
			ST	SO	ST	SO	ST	SO	ST	SO	STK	ST	SO
Lazada Retail	Units	1339			604	1345	2968					3572	1345
	Revenue	$ 383.274			$ 175.388	$ 388.000	$ 726.329					901716,9279	387999,6829

		Opening Stock 5 Nov	TGT		Laptops								
					Nov		Dec		Jan		QTD		
			ST	SO	ST	SO	ST	SO	ST	SO	STK	ST	SO
JD.id	Units	930		1122	0	865	220	224				220	1089
	Revenue	$ 375.630		369079	$ 3.591	$ 288.931	$ 158.474	$ 69.399				162065,06	358329,555

*ST data based on Aspen per 5 Jan 2018

*SO revenue for JD based on SRP might not be accurate

LIST OF FIGURES

Figure 2.1 HP Workstation is being used by astronauts in International Space Station

Source: http://www8.hp.com/uk/en/campaigns/workstations/missionz.html

Figure 2.2 The HP's vision and mission

Source: Hewlett Packard Indonesia – HR Division

Figure 2.3 Organizational Chart of Hewlett Packard Indonesia
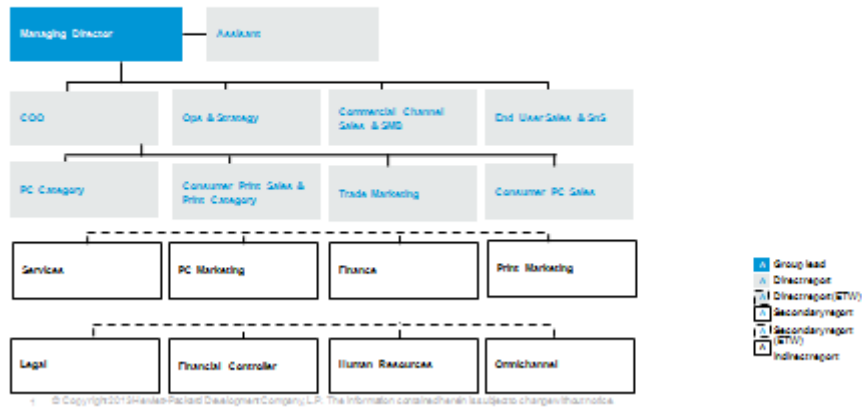
Source: Hewlett Packard Indonesia – HR Division

Figure 2.4 The Store-in Store Performance

Source: Hewlett Packard Indonesia - Omnichannel Division

Figure 3.1 Employee Purchase Program Catalogue

Source: Hewlett Packard Indonesia – Omnichannel Division

Figure 3.2 Original Rewards Program in India
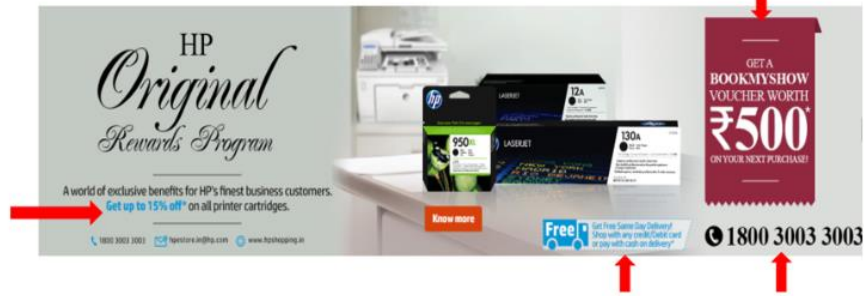
Source: Hewlett Packard Indonesia – Omnichannel Division

Figure 3.3 New Store Promotion

Source: Hewlett Packard Indonesia – Omnichannel Division

Figure 3.4 Omen Launch Banner

Source: Hewlett Packard Indonesia – Omnichannel Division

Figure 3.5 Trade-in Trade Up Program

Source: Hewlett Packard Indonesia – Omnichannel Division

Figure 3.6 Customer Journey Mapping EDM

Source: Hewlett Packard Indonesia – Omnichannel Division

Figure 3.7 Year End Promotion

Source: Hewlett Packard Indonesia – Omnichannel Division

Figure 3.8 Lazada Online Revolution Marketing Material
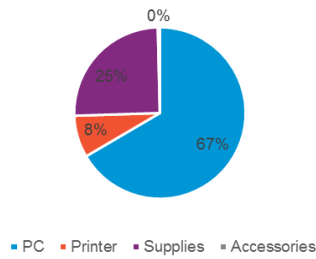

Source: Hewlett Packard Indonesia – Omnichannel Division

Figure 4.1 Lazada Product Focus Analysis

Lazada Q4 Revenue

■ PC ■ Printer ■ Supplies ■ Accessories

HP 15-BW528AU - AMD E2-9000e - RAM 4GB - 500GB - 15.6 inch - DOS
(Lazada eksklusif)
○○○○○ (19) Tulis ulasan
Brand: HP | Selanjutnya Laptop dari HP

1 Year Local Official Distributor Warranty selanjutnya
■ Processor : AMD E2-9000e   ■ RAM : 4GB DDR4
more

RP 3.265.000
Sebelum RP 3.349.000.
Cicilan hingga 6 bulan, hanya
RP 544.167 per bulan.
Cicilan hingga 12 bulan, hanya
RP 272.083 per bulan.

BELI SEKARANG

	PC	Print
	High End (> IDR 10,000,000)	High End (> IDR 3,000,000)
Units Sold	3	0
	Middle (IDR 5,000,000 – IDR 10,000,000)	Middle I (IDR 1,000,000 – IDR 3,000,000)
Units Sold	5	29
	Low End (<5,000,000)	Low End (IDR 500,000 – IDR 1,000,000)
Units Sold	15	7

Source: Hewlett Packard Indonesia – Omnichannel Division

APPENDICES

Appendice 1 Partners' Event

Appendice 2 CSR and Kick Off 2018 Moment with All HP Employees