

IMPLEMENTATION OF MARKETING STRATEGY FOR INNOVATIVE  
PRODUCT TO INCREASE SALES OF SMART CRAFT SDN BHD

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PRODUCT TO INCREASE SALES OF SMART CRAFT SDN BHD

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## **DEDICATION**

This thesis is dedicated to my father, who taught me that the best kind of knowledge to have is that which is learned for its own sake. It is also dedicated to my mother, who taught me that even the largest task can be accomplished if it is done one step at a time.

## **ACKNOWLEDGEMENT**

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## **ABSTRACT**

This research carries out intervention that can help Smart Craft Interior & Construction Sdn Bhd in increasing their sales of Smart Mirror. Throughout this research, researcher had design and implemented of two marketing strategy, which is application of digital marketing and expansion of distribution channel. Researcher proposed of digital marketing for Smart Cart with the objective of increase market awareness toward Smart Mirror that produced by Smart Craft. For the second cycle of intervention, researcher proposed Smart Craft in expanding their distribution channel, which alternate from direct to end (direct marketing) to direct to retail (indirect marketing). With this approach, it could raise customer accessibility towards Smart Craft product – Smart Mirror. Research objective then can be achieved with the implementation of these intervention.

## **ABSTRAK**

Penyelidikan ini melakukan intervensi yang dapat membantu Smart Craft Interior & Construction Sdn Bhd dalam meningkatkan penjualan Smart Mirror mereka. Sepanjang penelitian ini, penyelidik telah merancang dan menerapkan dua strategi pemasaran, yaitu penerapan pemasaran digital dan pengembangan saluran distribusi. Penyelidik mencadangkan pemasaran digital untuk Smart Cart dengan objektif untuk meningkatkan kesedaran pasaran terhadap Smart Mirror yang dihasilkan oleh Smart Craft. Untuk kitaran intervensi kedua, penyelidik mencadangkan Smart Craft dalam mengembangkan saluran pengedaran mereka, yang bergantian dari terus ke akhir (pemasaran langsung) ke terus ke runcit (pemasaran tidak langsung). Dengan pendekatan ini, ia dapat meningkatkan aksesibilitas pelanggan terhadap produk Smart Craft - Smart Cermin. Objektif penyelidikan dapat dicapai dengan pelaksanaan intervensi ini.

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## **LIST OF ABBREVIATIONS**

**UTM – Universiti Teknologi Malaysia**

**Sdn Bhd – Sendirian berhad**

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Introduction**

The purpose of this research is to increase of Smart Craft Interior and Constructing Sdn Bhd sales by implement of marketing strategy for its innovative product. In this chapter, I will discuss the background of Smart Craft Sdn Bhd, problem statement, research question, research objectives, researcher role, research ethic and significant of this research.

#### **1.2 Information about the Case Company**

Smart Craft Interior & Construction Sdn Bhd is a civil engineering company that located in Senai, Johor. This company provide wide range of product and services, including of interior design, housing renovation, and furniture design.

Smart Craft Interior & Construction Sdn Bhd started operating on year 2017. The founder of this company, Mr. Chin Wei Chen, stated that Smart Craft Interior & Construction Sdn Bhd is not a conventional renovation company. With the company name of “Smart Craft”, this company design and develop their product with the central ideal of “smart product” and “smart home”. Therefore, apart from providing of interior design, renovation and construction service, Smart Craft had developed and innovated their new smart product which called as “Smart Mirror”.

Smart Mirror is a product launch aligned with the central ideal of smart living, which equipped with the feature of lighting, music playing, anti-fog, Bluetooth call, and temperature display.

### **1.3 Problem Statement**

Smart Craft Interior & Construction Sdn Bhd has currently innovated their new smart product which call ‘smart mirror’. Unlike typical mirror, smart mirror is a mirror that equipped the feature of lighting, music playing, anti-fog, Bluetooth call, and temperature display. This newly innovated product is novel in local market. As this product equipped with technological features, the pricing is relatively higher than typical mirror. Hence, Smart Craft Interior & Construction Sdn Bhd is facing difficulty to increase the sales of this intervened product.

Meanwhile, Smart Craft Interior & Construction Sdn Bhd did not apply of appropriate marketing strategies that can enable them to penetrate into local market and increase their sales volume. According to Mr. Chin, Smart Mirror had developed and launched on year 2019, however market respond towards this product is slow and sales volume is at pessimistic level.

As Mr. Chin had put massive effort in developing of Smart Mirror, he wish that his innovation can be recognize and gain market acceptance. Therefore, he wish that this research might provide effective solution to increase the sales of Smart Mirror.

#### **1.4 Research Question**

According to the problem statement, the present research is going to answer the following research question:

1. What marketing strategy should implement to increase the sales volume of Smart Mirror?

#### **1.5 Research Objective**

The research objective for this study as below:

1. To implement effective marketing strategy to increase the sales volume of Smart Mirror.



## **1.6 Researcher Role**

Throughout the research, the researcher is responsible to design a series of effective marketing strategy that can help Smart Craft to increase sales of 'smart mirror'. Marketing strategy that be design then will be implement by Smart Craft. Researcher will conduct two cycle of performance evaluation and propose with effective improvement.

## **1.7 Research Ethic**

This research conducted with the consent gained from Mr. Chin, the owner of Smart Craft Interior & Construction, supported with letter of consent. The objective of this research is clearly discussed among researcher and subject of study. Throughout this research, methodology of collecting data was acknowledged and approved by both participants. Data collected for this research is confidential and non-disclose to protect the right, and interest of participant.

## **1.8 Significant of Study**

This research is attempt to design and implement of effective marketing strategy to improve sales volume of Smart Mirror. As stated in problem statement, Smart Craft Interior & Constructing Sdn Bhd did not consist of marketing team to design of appropriate marketing strategy that can improve organization's financial performance. Hence this study set out insight for Smart Craft Interior & Construction

Sdn Bhd which marketing strategies play important role in an organization for growth. An appropriate design marketing strategy might help company taking a leaps forwards in their performance.

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