

## **ABSTRACT**

*In current global economic era, business competition turns more tight and complicated. Every companies prepare themselves to reach a high level position in order to survive and win the competition. To achieve the desired high level position, its qualified-business-processes needed which are marked by growing company profit, optimizing in asset utilization, and productivity-rate increase. All above mentioned business processes are the results of all employees ability in enhancing their competencies and efficiency which may increase their service quality in doing their daily operational activities. Measuring every factors connected to sales increase is important to achieve competency and efficiency growth.*

*PT. Blue Gas Indonesia as one of company supplying kitchen appliances and LPG refilling service is currently focusing its strategy in assuring all of its business lines to run excellent process. PT. Blue Gas Indonesia realizes the hard challenge is facing it's growing paths, but this company possesses potential and big business opportunity concerning ongoing Gas Conversion Programme which is currently become one of the top priority working agenda of Indonesian Government. Within this kind of situation, efficiency enhancement aspect of sales growth plays a critical role in achieving company's success.*

*This final assignment deals with the analysis upon the Impact of Distributional effectiveness to Direct Selling strategy done by PT. Blue Gas Indonesia. The analysis covers serial of measurement on distributional efficiency which has significant contribution to achieve company's goals.*

*The result of the above mentioned analysis is to be used as a tool for management in decision making to expand its future business opportunities. In doing so, management of PT. Blue Gas Indonesia has also emphasized its commitment to apply this above mentioned analysis as one of its basic consideration in decision making.*