

## **MARKETING PERFORMANCE EVALUATION**

### **PT.XXX, JAKARTA**

Munadi / 5510412-045

#### **ABSTRACT**

Airline Business currently is growing rapidly in the domestic, regional and international as well and it is related to the customer's demand. The Airlines will operate their aircraft as much flight revenue as they can but they have to maintain the aircraft in a good quality of safety. In order to ensure the flight safety, each operator must fulfill any of aircraft manufacturer requirements, Governmental Regulatory and Aircraft Maintenance Practices.

To keep maintain the aircraft safe, they have to perform a maintenance of the aircraft in the maintenance facility. Some of the Airline Operators have their own aircraft maintenance facility but some other airline operators do not have the maintenance facility. Related to this demand several Maintenance Repair Organization (MRO) are developed from small, medium and big facility size and capacity.

PT.XXX is located in the area of Soekarno Hatta International Airport, it is one of the MRO which has big facility and capacity. This facility has approval from Indonesian Directorate General Civil Aviation (DGCA), United States Federal Aviation Authorization (FAA) and European Aviation Safety Agency (EASA).

Many of the MRO have been operated in this Asia region, so competition is very tough and every MRO shall improve their own strategy to implement more services

as added value for their customer. Each MRO shall have their effective and smart strategy to win the competition but

PT.XXX as an independent company since 2003 has enough experiences to run the business but in 2006 this MRO has a problem to reach sales target. After they evaluated the main problem , the found one of the main cause that this company has a less performance method to measure and control of their marketing. As an alternative solution to improve their marketing performance, the Balanced Scorecard can be implemented.



*Key word : Marketing & Balanced Scorecard*

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