

ABSTRACTS

As a means of communication, celler phone do not just to phone or SMS. Along expand technological it, more and more matter which can be conducted with celuler phone. Email fitur for example. Although do not as complete as compared by personal computer (PC) but its benefit will be felt if we mobile from one place to other place. Product of push email is a product which can analoged as carrying all ability of acceptance and delivery email from desktop or notebook into smartphone or PDA Phone which incircuit to network GPRS (packet of radio system) or PDN (packet of data network). This ability do not limited to sending and accepted email, but also the ability to do synchronization of calendar/schedule and also address book from system of exist in Microsoft Outlook at desktop/laptop to smartphone/PDA phone. VENTUS is brand name for Push email representing service of added value and convergenci from service of correspondences elektronik (email) and mobile system (cellular/wireless) enabling conducted by relaying to enamel which during the time be accepted by through desktop or laptop to smartphone or PDA Phone. To know how to penetrate the VENTUS this acceptable in order to better and push enthusiasm socialize to use it hence be conducted by a market research covering segmentation process, targeting, and positioning.

Process research started by by doing literatuire study, and then identify variable and conceptual model. After determine appliance and technique of data collecting. This research used quistionnare, to get primary data, what propagated to 100 responder in region Bandung. The collected Data proccesed analized by using tabulation method traverse or chi-square.

From data processing by using tabulation traverse, hence be got by picture of formed market segment are segment I (enthusiasm and readied) to 75 %, segment II (do not enthusiasm and readied) equal to 8%, segmen III (enthusiasm and do not readied) equal to 6% and segmen IV (do not enthusiasm and do not readied) ewual to 11 %. Where becoming targeting of market are Segmen I, II And III. Where the result of processing showing excellence VENTUS, which must be made by a excellence priority is earn utilizing of VENTUS from multi operator with scoring 413.

From result of visible above market segmentation enthusiasm which shall be entered by VENTUS so that earn to reach goals which will be reached for, by seeing characteristic of every segment and defend excellence of the desired by that candidate customer. The other conclusion of early VENTUS, the fitur and the cost that must be released have been felt well by prospecting customer.