

ABSTRACT

The development of local perfume businesses in Indonesia is continuously growing day by day. With the rapid growth of the local perfume business, it indicates that the Indonesian market's interest in local perfumes continues to increase, requiring local perfume businesses to ensure that their products can compete in the midst of the intense development of the local perfume industry in Indonesia. One brand operating in the local perfume industry in Indonesia is Readysset Perfumery. This local brand originates from Jakarta and initially launched its products as a perfumery in 2020, but experienced rapid sales growth in 2021. However, within the past year, Readysset Perfumery has shown symptoms of marketing challenges that shown through fluctuating sales trends that are still below the national sales trend, a low market share compared to competitors, a lack of product differentiation compared to competitors, and suboptimal marketing communication programs. These symptoms may arise due to several factors affecting the sales performance of Readysset Perfumery.

Following an observational analysis, several alternative solutions related to product, place, and promotion aspects can be identified. Among these three aspects, the promotion aspect reveals deeper-rooted issues compared to others. Therefore, an improvement in the promotion mix will be implemented by designing proposals for marketing communication improvements to assist Readysset Perfumery in expanding its market reach and increasing sales. The method used in this final project is benchmarking, aiming to compare and obtain the best marketing communication design to be applied by Readysset Perfumery.

Keywords: Benchmarking, Marketing Communication, Benchmark Partner, Local Perfume Brand, Readysset Perfumery.