

CHAPTER VIII

CONCLUSION AND RECOMMENDATION

8.1 Conclusion

Under rapidly changing and highly competitive circumstances, the timely design, development and marketing of new products or services with creative and innovative features are essential for a company's survival. In order to capture and retain market share, customer requirements and expectations should be met and exceeded through product innovation. By making analysis and creating a marketing research as result to deliver new services and encourage usage.

Kano model has been proved to be a good tool to improve the quality of products, but has never been used, or at least published as a tool to design inclusive products. Kano model presents interesting aspects as a tool that could increase and equalise customer higher satisfaction with inclusive products. The company must to be done to test Kano model as tool to evaluate customer satisfaction in regard to inclusive design products and services. In practice, the company may regard the Kano's model, which classifies the customer satisfaction into four types namely must-be, indifferent, one-dimensional, and attractive, in order to categorise and prioritise their customer needs. This requires more complex analysis and deeper market understanding.

In today's changing of customers demands, a quality product or service, organisations, if competitiveness is crucial to its stability and existence, has to positively respond to that need by implementing development programs aimed at improving organisational effectiveness. One has to raise the right technique that is timely and relevant to the need of the time. Quality Function Deployment (QFD) is a system that pays special attention to customer wants and integrates these into the marketing, design, manufacturing, and service processes. QFD was developed to bring this personal interface to modern industries and business alike. QFD links the needs of the customer with design, development, engineering, manufacturing, and service functions. To remain competitive and improve sales income, companies must continually evolve new product features and new processes to produce such features. One of the keys to achieving continuous improvement is getting customers involved as

early as possible in the product or service development process. QFD is a technique that can be used to assure that a product or service is designed and realised to exceed customer expectations. As a result, less time will be spent downstream because of differences of opinion over design issues or redesign because the product was not on target. Moreover, leads to consensus decisions, greater commitment to the development effort, better coordination, and reduced time over the course of the development effort.

Used in combination, the Kano model and QFD tools provide companies with the ability to maximise customer satisfaction measured by metrics such as repeat business and market share. There are significant benefits in using the Kano method to capture client perception and the QFD model to understand the relationship between product features and customer satisfaction.

In this business environment, company must have clear direction and more thoroughness in operational strategy, which must be in accordance with technological developments and the rapid changes occurring in consumer behaviour. One-2-Call! has developed a operational strategy development procedure of growth in the emerging economies using acquisitions. Its acquisition procedure has been acquiring subscribers that would increase market share and at the same time could be improved by exploiting synergies and economies of scale.

Overall the attractive operational strategy procedure has strong positive effects on both customer satisfaction and time competitiveness for the company launching new or modified products or services. This can be seen to have many benefits including satisfied customer due to improved customer focus, less time in development due to better up front planning, fewer field problems due to better understanding of customer requirements and the condition of technology, and development of cross-function teams for makes the goal of delivering to the final customer a company goal.

8.2 Recommendation

Tracking satisfaction over time is imperative and measuring the performance of competitors is practical. Data on the competition is needed to understand consumer perceptions of competitors' strengths and weaknesses with information for decision

making and action planning. The Kano model is especially useful in this regard, particularly through the discovery of attractive attributes. Although weak performance on attractive attributes may not have a significant negative impact on consumer satisfaction, strong performance can place one product at a competitive advantage over others that have not recognised their importance and do not perform well on them.

The attractive requirements provide the best opportunity for competitive advantage if the company can find a way to make the customer visible and then deliver on. In this fast changing world, hitting the right target of customer satisfaction is made more difficult by fragmenting customer segments, new technology, and competitive pressures. What works today may not be enough for tomorrow. The company has to hit it with precision if want the benefit that comes with a focused product development process. This is precisely where QFD is strongest. In the QFD, these needs are related to product attributes which are then evaluated as to how well the companies meet customer needs. Product attributes are “benchmarked” against competitors’ features in their ability to meet customer needs and the QFD is used to compare the benchmarking on features to benchmarking on customer needs.

Determination to provide an array of innovative, quality and modern services for every situation in response to customer demand, as well as the improvement in efficiency, enabled One-2-Call! to win the trust of its customers and meet its business target. One-2-Call! can improve the operational strategy to come up with the environmental change for the global situation. At this point, recommend some of suggestion, which will make One-2-Call!’s operational strategies much stronger. To develop the strategies best fit to company, have to consider internal and external environment that affecting to our business carefully. There are many factors of the internal and external environment that influence to the company’s business. First analyse the internal analysis in function areas of business, and then it is followed with an external environment of One-2-Call! adopting PESTEL analysis and Porters’ five forces. With the PESTEL analysis, the company outlined how Political, Economic, Social, Technological, Environmental and Legal factors affect the One-2-Call! and appraise how these factors may affect the company. Through analysing macro-environmental influences by using PESTEL framework, the AIS’s direction of strategy and development can be guided. The Porter’s Five Forces Model is used to discuss a

competitive market as an industry analysis. The notion of competitiveness is inherent within the notion of strategy, and gaining an advantage over competitors is essential for success. Direct competitors however are not the only factor that influences the state of the competitive market. Customer, supplier, potential entrants, and substitute products are all competitors that may be more or less prominent or active on the industry. It can clarify the factors that can affect on the market position.

Moreover, to analyse the One-2-Call! in an organise manner is by using the well-known SWOT analysis. In essence, it describes the company in the terms of Strengths, Weaknesses, Opportunities and Threats associated with it. The internal audit indicates our strengths could take advantage, and weaknesses that should be improve. Likewise, the external audit indicates the opportunities that could benefit to the company, and threats that the company should be avoided. Internal analysis is concerned with providing management with a detail understanding of the business, how effective its current strategies are and how effectively has deployed its resource in support of its strategies. The internal factors expressed in term of strengths and weaknesses are embedded in functional areas of organisation.

Its attractive operational strategy can work well through the economies of scale in terms of suitability, feasibility and acceptability that are suitable to the new future market conditions, which change dynamically. Market saturation, the changing focus of operator strategies, increasing competition, new competitors, the change in regulation, and the evolution in mobile phone usage are all affecting attractive operational strategy and the operators' ability to develop a loyal installed base. The company argues that because of these changes, the operational strategy development procedure are becoming even more strategic and understanding and effectively managing them even more critical in the operators' performance. In addition, this company protects their market leadership with patents, which also generates attractive operational strategy.

From a business point of view, there should be as many different requirements of a product line as are necessary to satisfy the needs of the customers in the planned, profitable market segment. The common core consists of all features common to all requirements of the product line, the differences result directly from the different needs of different customers in this market segment. The attractive operational strategy to

gain a deep understanding of the marketplace, identify strategic outcomes equivalent to customer requirements and predictive metrics and identify what they call natural segments such as customer segments that share the same perceptions about outcomes, and more importantly who can be expected to prefer the same products or services.