ABSTRACT

An associate with Dang Design Architect in Singapore, PT. Dang Desaindo Internusa is now well known as a professional architecture and interior design firm was first established in 1994. Capable in handling local projects but also proficient in managing overseas project, so it can be said that this organization had an excellent start.

Due to a different perception and lack of internal management, in 1996, the title director was given to Hertadi, the leadership of the company was passed down to Tio as Hertadi turned and walked away from his responsibilities as the active shareholder. Tio Dewantono is a well known character in designer’s society but no one knows that he actually being in a complicated situation. He led the company with for over years as a project director. Tio is now handling and running the company by himself with 9 people under him.

With a good skill, quality and capability of the professional designer and drafter, and a great name of Tio Dewantono, DDI has built a word of mouth marketing strategy which is based on the concepts of customer satisfaction. However, while word of mouth marketing is one the most powerful ways to do so, DDI had not any other marketing strategy or even marketing people.
But the company remains the same for over years. It will not go anywhere within five to ten years, it would stay the same. With no vision and mission, there is no goal, with no goal there is no harder work needed. Everyone in the office works in the same pace everyday and tends to deny that they actually could do better.

Based on that strategy, DDI does not have a right planning to develop its business. To make it stable and sustain, DDI needs to learn from their background history, what makes them survive for over years and analyze what is the critical success factor of the company to go through beyond 2010.