

## **Brand Analysis of Velox Creative Company in Indonesia**

**Karan Mahesh Tiwari<sup>1</sup>, Grace Kezia Anang<sup>2</sup>**  
SIES College of Management Studies<sup>1</sup>  
Ma Chung University<sup>2</sup>

### **ABSTRACT**

The basic of this project is to develop Brand Analysis of Velox creative company in Indonesia. The mediums that we will use are Interviews with the personals of the company, social media presence and personal psychology of the peoples with respect to the company. The technique that we are planning to create is brand strategy, various plans, evaluation, metric and estimation. This research will provide valuable information regarding the Brand Strategy, Brand Architecture, Internal Branding, Competitive analysis, Market analysis, Brand metrics, Brand Value and other Brand management attributes. The research will be mostly dependent on the primary and the secondary data that can help us to practical and highly efficient model that will not only benefit the company but also the people. Velox are using online and offline marketing strategy. On online strategy, they are using social media account such as Facebook, Instagram, Email, and also website. On offline strategy, they are using proposal to the potential clients. A client for any company majorly comes from their online strategy and for that we must update our various social media account daily. When we get more followers, our order for work also come from it. As Velox is facing problems with its Brand Marketing and other projections of their work to the world, this gave us an opportunity to sense there some issues and help them with some of our solutions to solve their serious problems.

Keywords: Velox, Indonesia, Brand Strategy, Brand Analysis

### **INTRODUCTION**

Velox Creative Indonesia is one of the companies owned by PT. Velox Dinamika which is based in the Commander in Chief of Polim Jalan IX No. 4 Jakarta, Indonesia. Velox Creative Indonesia is a company engaged in the field of visual design, such as designing logos, business cards, letterheads and the like. As time goes by Velox Creative Indonesia is increasingly developing to find a fairly high profit.

This company was founded in 2005 by Mr. Eka Puskawista dan Mrs. Puspita Nugraha Djayanti. Various business partners have collaborated with Velox Creative Indonesia, starting from Mayang Collection, Telkomsel, Tristar, Trans Vision, Tomo Streak, Enfahusada, Jasa Tirta, Kampung Susu and so on. This branch of Velox Creative Indonesia is located in Malang City. Precisely at Saxophone Street B-5, Green Garden Saxophone.

### **Background**

Velox Creative Company is a company engaged in visual graphic design. Besides Velox Creative Company there are many companies in Indonesia that are engaged in the same field, namely design. Therefore, the author will categorize the brand strategy made by Velox Creative Company. This identification will produce analysis and recommendations for the company to improve the branding and performance of the

company itself. Velox Creative Indonesia is one of the companies owned by PT. Velox Dinamika, whose office is in Panglima Polim Jalan IX No 4 Jakarta, Indonesia. Velox Creative Indonesia is a company engaged in the field of visual design, such as designing logos, business cards, letterheads and the like. Over time Velox Creative Indonesia has grown to look for fairly high profits. The company was founded in 2005 by Mr. Eka Puskawista and Ms. Puspita Nugraha Djayanti. Various business partners have collaborated with Velox Creative Indonesia, starting from Mayang Collection, Telkomsel, Tristar, Trans Vision, Tomo Streak, Enfahusada, Jasa Tirta, Kampung Susu and so on. This Velox Creative Indonesia branch is located in Malang City. Precisely at Saxophone Street B-5, Green Garden Saxophone.

In this study, the author will identify and analyze the elements starting from brand positioning, brand essence, brand identity, brand positioning and so on. The brand strategy that has been analyzed will produce nuances for the future. From time to time, transformation is always happened because it is the key of innovation. Human always changing their mindset on how make things easier, practical, and right. The same goes to the company to keep on growing. Not only to going nowhere, but they need to get out of their comfort zone to grow rapidly by introducing the company to the international world. Brand strategy is an activity that aims to form elements starting from brand positioning, brand essence, brand identity, brand positioning, brand extension, brand communication that aims to make a brand. Brand strategy is only a branded product, a brand strategy is a part of brand management.

### Corporate Structure



### Current Situation

Velox Creative corp. is stable, employees do as each job description and job

specification. The corporation runs well there is no matter show up since its foundation.

□ Website : [www.veloxcreative.com](http://www.veloxcreative.com)

- Address : Saxophone River Village Kav 03 Malang, Indonesia
- Instagram : <https://www.instagram.com/veloxcreative/>
- Facebook : <https://www.facebook.com/VeloxCreative/>
- PIC : Aluicius Andre (+6281230655969 & [velox.creative@gmail.com](mailto:velox.creative@gmail.com))

## **RESEARCH METHOD**

The methodology of the proposed qualitative study of completely qualitative elements is based on bibliographic tools as implementation of secondary sources. In this way, the information that is intended to be shown as a search for information on the Internet, whose components correspond to the company's website, magazine and news, as well as articles. Likewise, the interview is used as another qualitative tool that allows identifying specific data from the company. By using these two methods, the author can identify and analyze the brand analysis of Velox creative company in Indonesia. In addition, these two methods are considered effective and efficient for finding results from research.

## **RESULTS AND DISCUSSIONS**

All the business enhancements, profit, status, image of organization depend on customers. Customer satisfaction is the measure by customer's expectation that is the part of customer's experience (Armstrong & Kotler, 2017). Customer relationship is the one of the very important things to run the business success. It is about managing customers which is focus of building their loyalty by do understand your customers, do communicate with your customers, prepare good service for customers, always received customer feedback and handle customers with complaint well (Armstrong & Kotler, 2017; Ghani et al. 2016). So, recommendation for Velox Creative Co. is improve the customer relation or customer royalty which are customers are very important in every business to make the customer's expectations and satisfied customer.

Next recommendation is creating the impression service to customers for make them memorize good experience from their designs and keep in their good memorize forever. And make activities for customers while the customer design in the Velox for make them impression and good memorize, for example give free design or discount to customer for ordering in large quantities. Last, evaluation feedback and comments of customers that they get from service and bring it to improvement following what customers want by departments which is in charge (responsibility) or department that related make the 12 report of evaluation for adjust or improve the service to what customer expectation (Ghani et al. 2016; Bhat & Darzi, 2016).

And also, Velox Creative Co can understand local market needs and develop a collaborative approach. Too often, operating globally is seen as an excuse to avoid spending time understanding local cultures, customer needs and behaviors, as well as successful and less successful marketing approaches. So, Velox Creative Co can research the markets and take the time to get to know the international teams will be working with, trust them to be the experts on local customs and users, and leverage their knowledge to make your global plans and campaigns a success.

## **CONCLUSIONS**

VELOX has positioning against the friendly service and the cooperative interaction occurs where such consultation and discussion by designer against the client. By positioning comfort in service then the value of the company will be getting better in the eyes of the public.

The reason why we recommend that country is on developed and developing dengara there is a new company that requires a brand image as a logo as the face of the company, website layout design as the face of a service or company profile, etc. And also, the old company takes the turn logo or need product packaging and other creative design needs. As well as the quality of its high services through the delivery of applications and receive them on time and over time can deal with this problem quickly and professionally and without damage. And also, they work and grow their own management team within and invest in graduates to be able attain positions within the company. The help them in their entrepreneur initiatives, training and education. With all of these Velox create for its self a successful position between competitors and made a great brand image that also will attract new graduates to apply and more customers to use its high-quality service with all satisfaction.

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