

Strategic Marketing Plan of LED Lamps towards Resilient Energy Systems

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The resilient energy cannot be only achieved through big project and complicated system, but also by the using of energy-efficient product. One example of energy saving product is LED light claimed to have longer lifespan and higher efficiency than most fluorescent lamps. Due to its potential market it is a chance to increase the usage of LED lamps in Indonesia. However, there is a strong competition because of some brands of LED lamps in the market. To fasten the diffusion of innovation LED lamps to be accepted by the extensive market, especially in Indonesia, this study was conducted to design the appropriate strategic marketing planning for LED lamps. Data obtained from survey that covers interview with the company and questionnaire distribution to actual consumers and retailers was processed to create some analysis, such as market analysis (market demand analysis, consumer analysis, and competitor analysis), strategic marketing plan and tactical marketing strategies. Based on the results of survey the appropriate strategy should be an offensive strategy that consists of a series of tactical marketing strategies: segmentation (geography and demography); targeting (middle-top household consumers); LED positioning (local brand lamps whose quality is not inferior to any other brand); as well as product differentiation and image differentiation. Marketing mix includes product (some wattage variation, longer warranty); price (discounts and competitive pricing); place (multi channel system), as well as the promotion (advertising, banners, sponsorship, and creating event).

Keyword: LED lamps, strategic marketing plan, competitor analysis

Background of the issue

Many countries give concern on resilient energy system that will lead to minimize the environment disruption and to reduce glass house emission. There are many ways for energy efficient, such as using energy saving lamps called LED (Neraca, 2013). An LED lamp is a light-emitting diode (LED) product which is assembled into a lamp (or light bulb) for use in lighting fixtures. LED lamps have a lifespan and electrical efficiency which are several times longer than incandescent lamps, and significantly more efficient than most fluorescent lamps, with some chips able to emit more than 300 lumens per watt (Wikipedia, 2016). The benefits of LED Lighting are endless: energy efficient (80-90 percent), long life span (up to 100,000 hours - more than 11 years), improved durability, low power consumption, compact size (smaller size), fast switching (instantaneous switch-on), brilliant and saturated colors, safety (operating at low voltage), and environmentally friendly (summarized from some internet sources). Because of its benefits the LED lamp market is projected to grow by more than twelve-fold over the next decade, from \$2 billion in the beginning of 2014 to \$25 billion in 2023 (Wikipedia, 2016).

LED lighting market has a bright future. Although there are fluctuations in the economy and the general lighting industry, LED lighting continues to acquire a significant part of the overall lighting market. It was projected that LED lighting market penetration will reach 31 percent of the \$82.1 billion global lighting market in 2015. Europe is the largest geographic market segment—accounting for 23 percent of the global lighting market share, followed by China at 21 percent and the US at 19 percent (LED Journal, 2015).

At the level of the Asia Pacific region, demand for LED lighting is also increasing. In 2012 the penetration of LED lighting in the area was still one percent compared to the population of all types of lamps. It is estimated that in following years LED market share jumped to sixteen percent. Indonesia is the largest market of LED lamps in Asia Pacific with an increasing