



LARANA, INC.

BUSINESS PROJECT

TUGAS KELOMPOK PDIB WEEK 4



ANGGOTA



01

ARDIAN - 2106638173

02

BALQIS A. LUMBUN - 2106751184

03

SHAFATRIVIA - 2206026971

1

OUR CHOSEN STRATEGY is

Own Store in
Mature Market

where the environment is well developed, stable, and grows slowly



2

KPIs

Sales & Profits

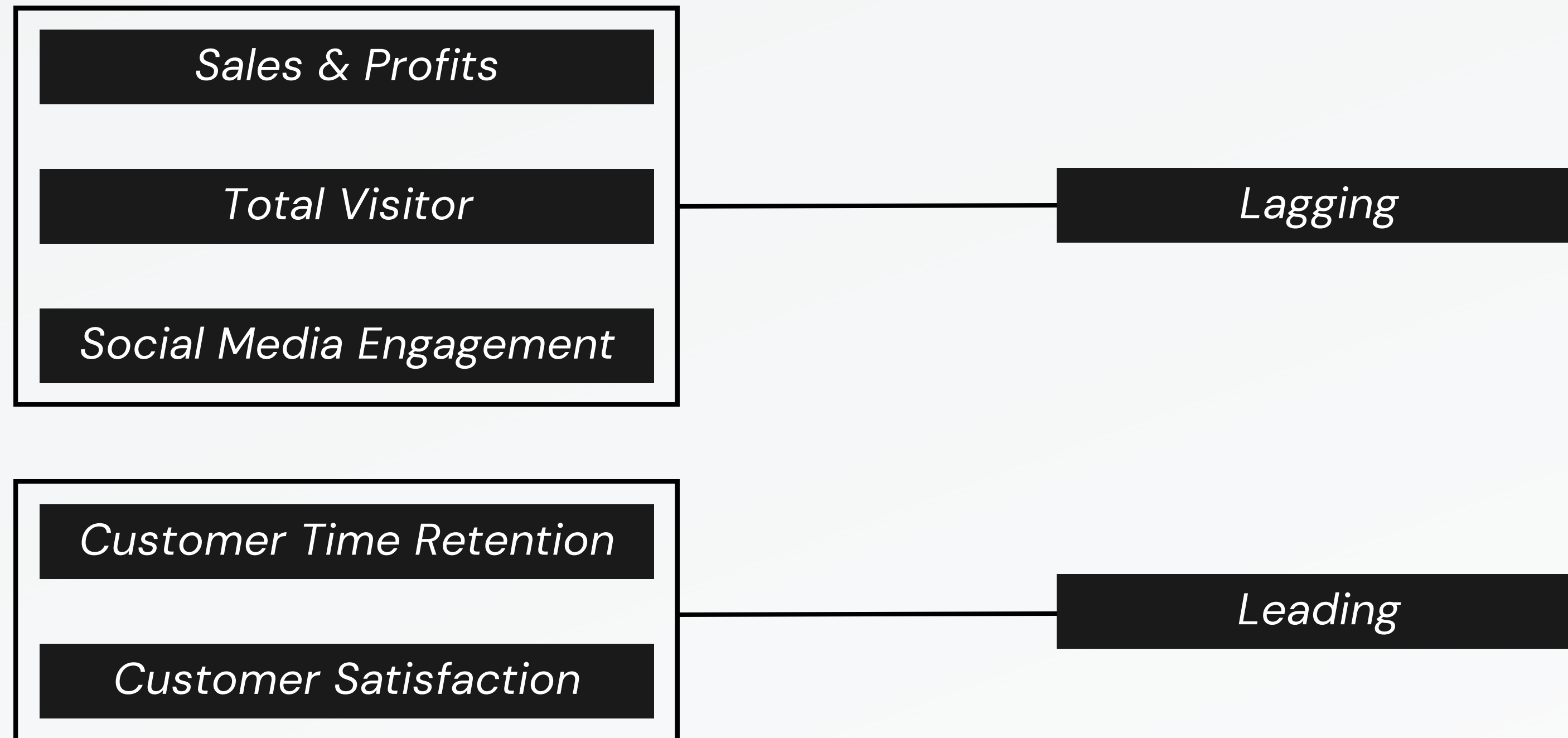
Customer Retention

Social Media Engagement

Customer Satisfaction

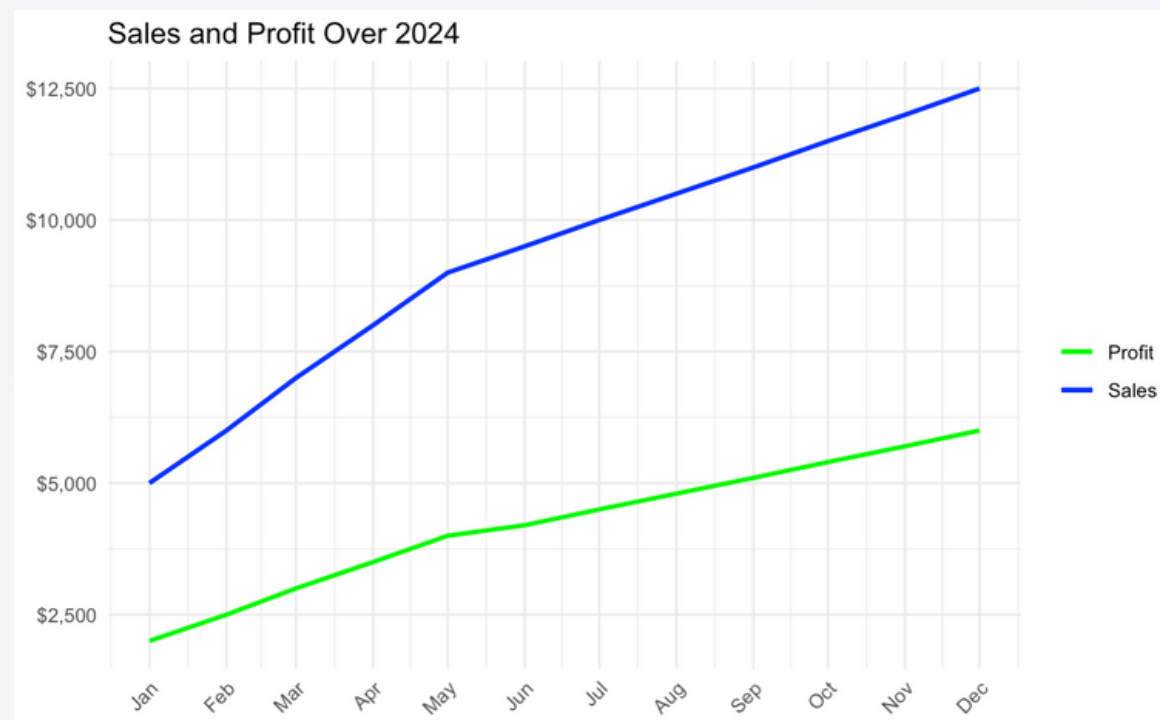
Customer Time Retention

LEADING & LAGGING

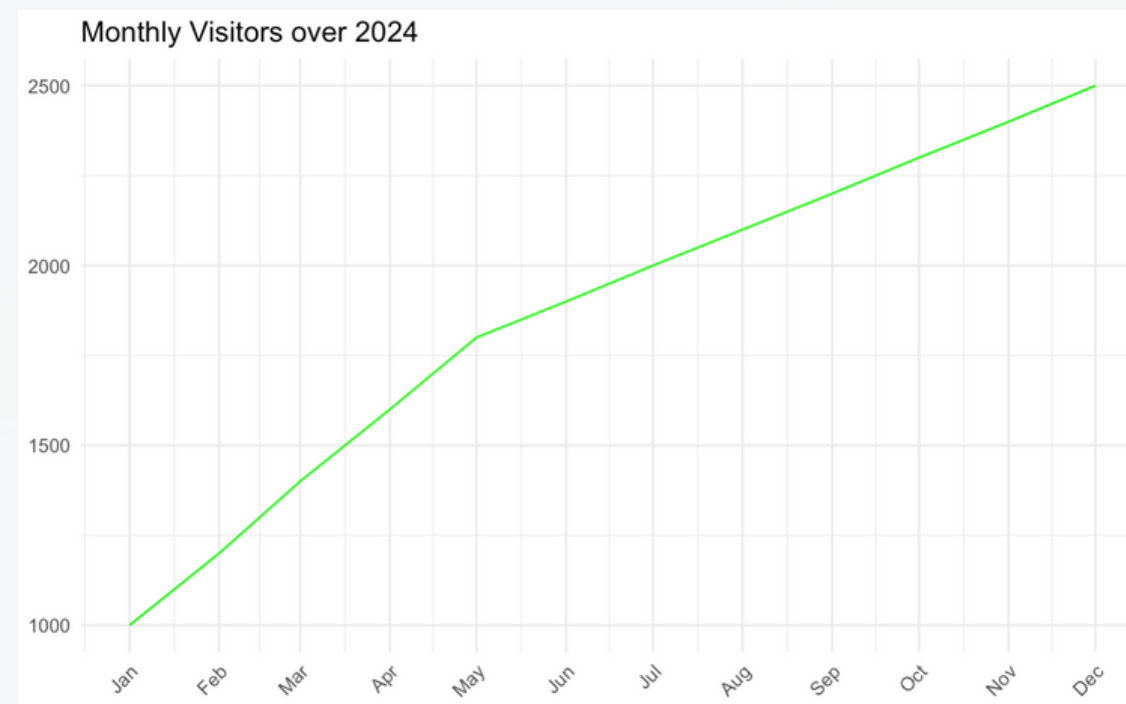


KPI DEMO CHARTS

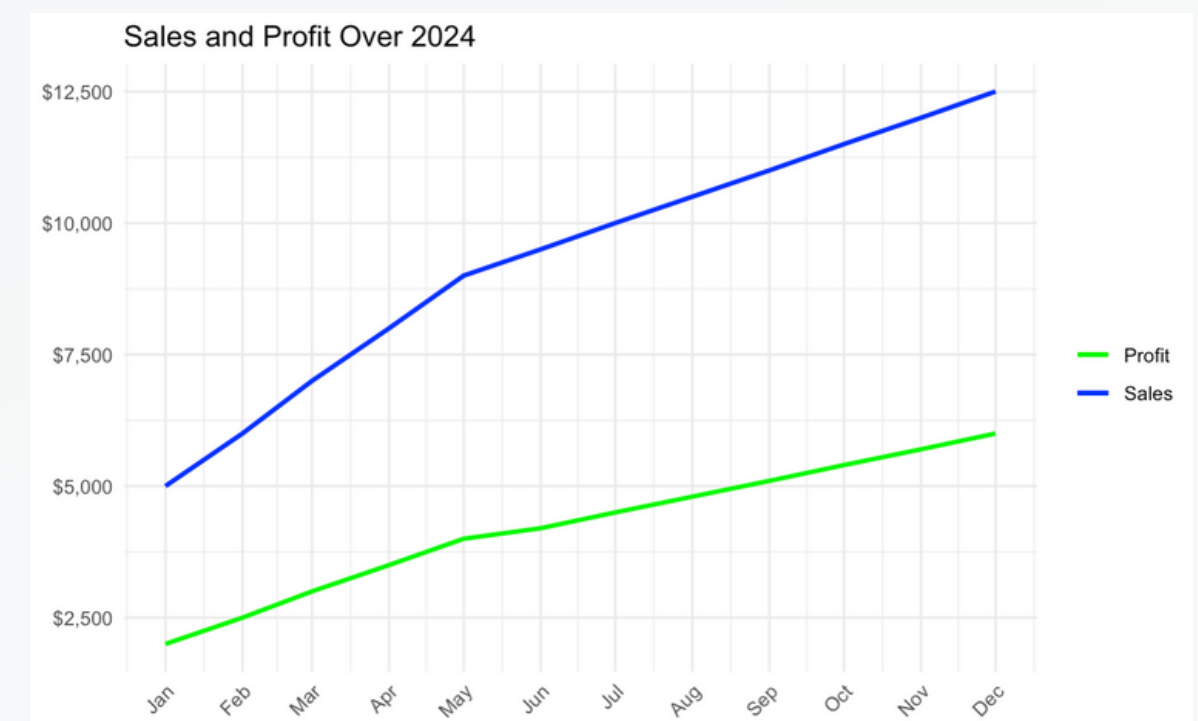
Sales & Profit



Total Visitor

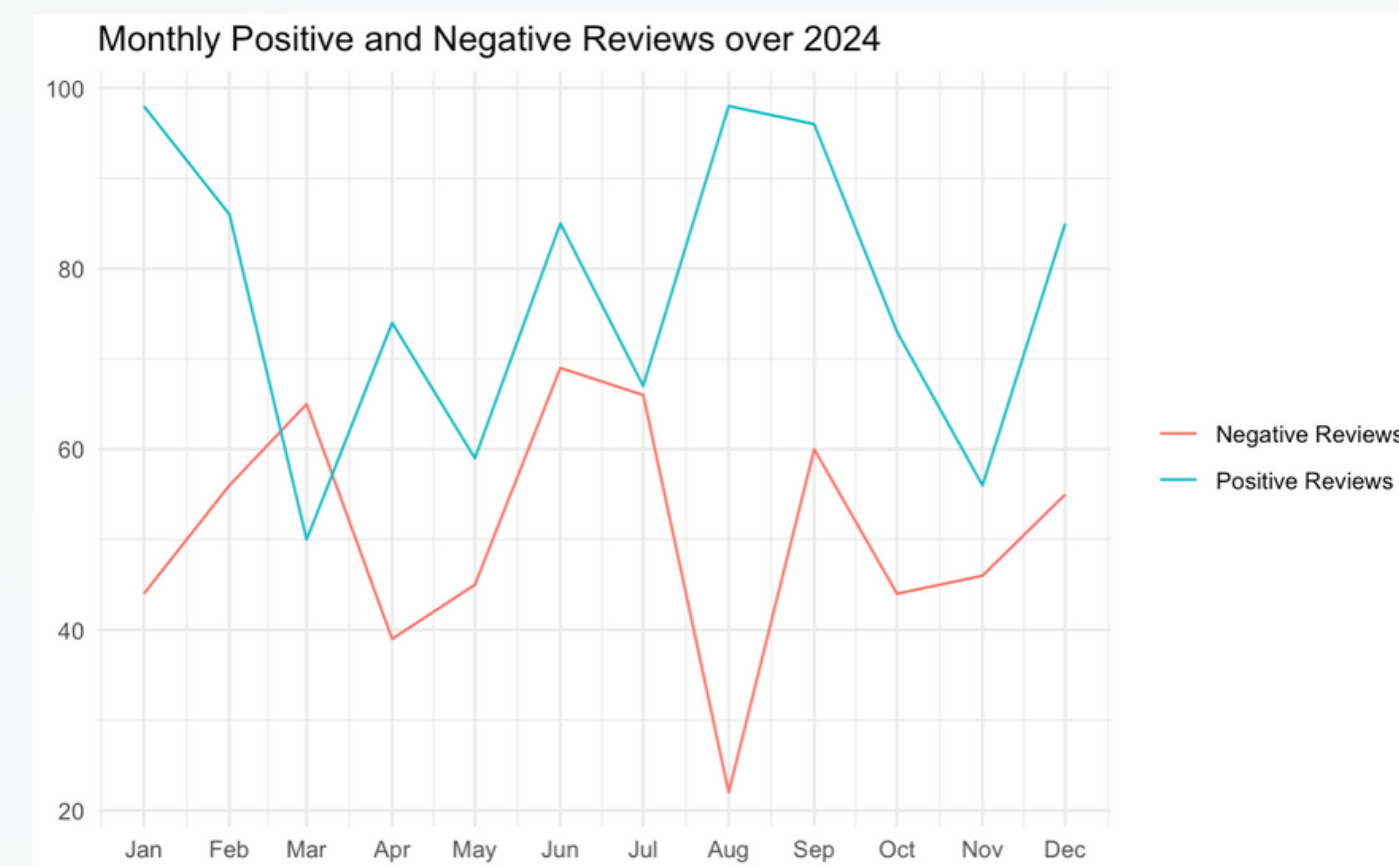
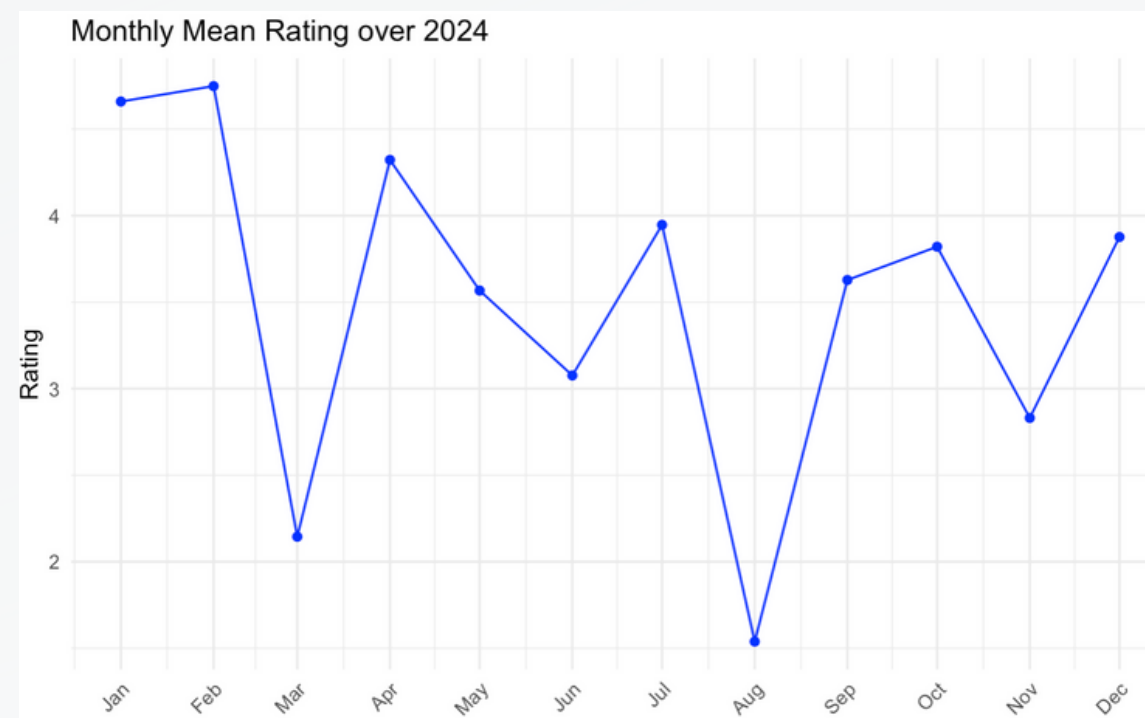
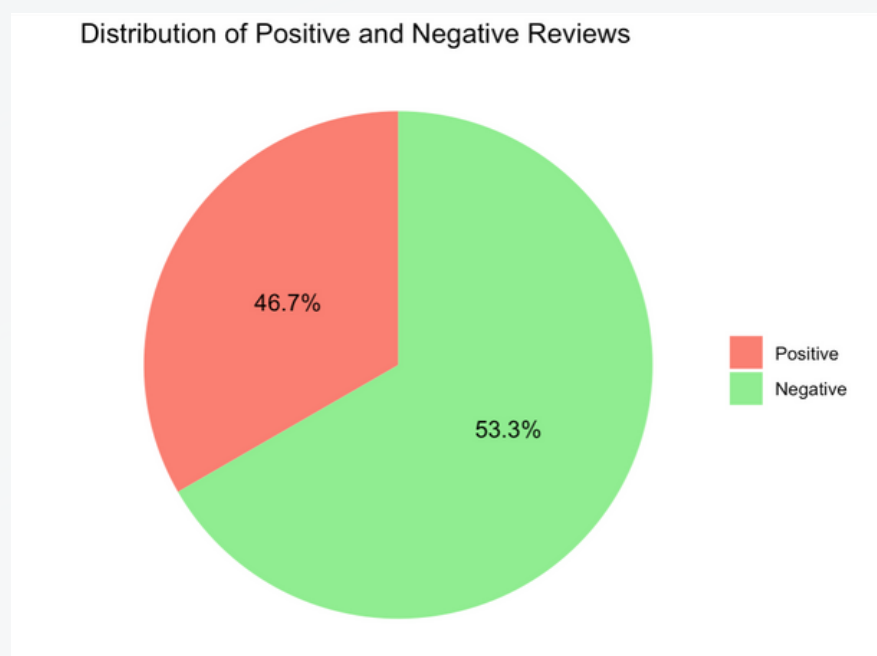
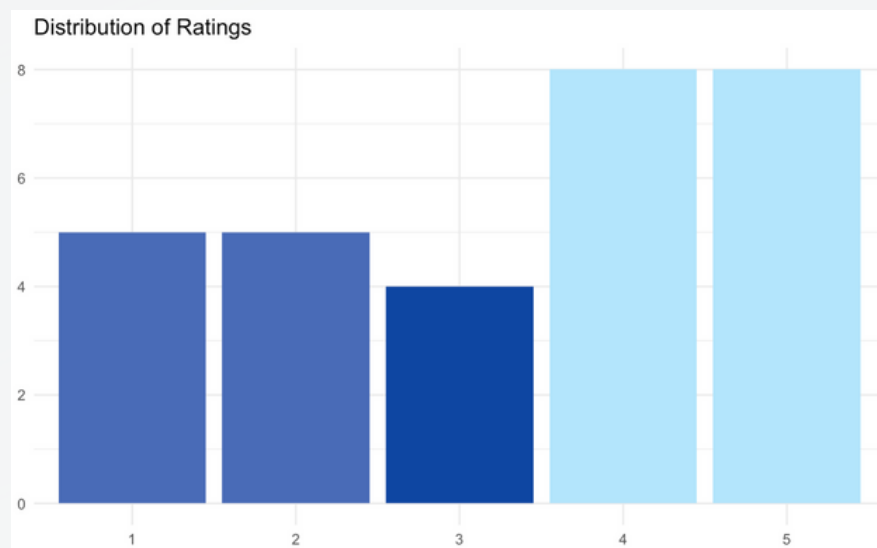


Social Media Engagement



KPI DEMO CHARTS

Customer Satisfaction



KPI DEMO CHARTS

Customer Time Retention

