

Prima Lafianto

Brand Development Manager at PT NTI

primalafianto@yahoo.co.id

Experience

Brand Development Manager at PT NTI

March 2013 - Present (2 years 2 months)

Regional Manager at PT Niaga Nusa Abadi

September 2010 - March 2013 (2 years 7 months)

Take the lead role in managing distribution & operation activity within East Indonesia (Branch Office Denpasar, Branch Office Mataram, Branch Office Manado, Branch Office Ternate, Branch Office Banjarmasin, & Branch Office Samarinda); Responsibility for the sales & distribution process (coverage system, call system, optimizing distribution & availability level) to meet/exceed minimum annual sales objectives; Engage, equip, and lead all sales channels (including distribution partners) with appropriate training, tools, and sales strategy development.

1 recommendation available upon request

Area Sales Manager at PT Bentoel Prima

January 2007 - August 2010 (3 years 8 months)

Managing sales operation team, ensure for effective distribution flow, widest & efficiency coverage system, and optimizes product availability to meet sales & revenue target, manage & control for optimize budget OPEX & CAPEX usage.

Regional Promotion Manager at PT Bentoel Prima

January 2004 - January 2007 (3 years 1 month)

managing promotion activity implementation (consumer activation, outdoor, trade promo, etc) to support brand competitive value & growth market performance to meet regional sales & revenue target; Coordination with MPI team for FGD research monitoring

1 recommendation available upon request

Market Exploration Officer & Promotion Officer at PT Bentoel Prima

August 2002 - January 2004 (1 year 6 months)

support data & market analysis for decision making, implementation field promotion activity, Propose Area initiative project/activity

1 recommendation available upon request

Market Analyst Staff at PT Sejahtera Makmur Bersama

May 2000 - August 2002 (2 years 4 months)

Conducting internal market research continuously within both consumer & dealer (distribution chain) to evaluate of market opportunity, strength, weakness & threat in order to increase market performance

Courses

Independent Coursework

Export Import - Widyamanggala Semarang
(2000-2001)

MIM Consulting - Salesmanship Skill Training (2006)

IMA Training - Personal Selling Skill (2008)

Strategic & Business Thinking Program (2008)

Strategic Direction in to Action (2009)

Honors and Awards

Indonesia Retailer Satisfaction Award

SWA, SRI & MIX
2012

Sales Achievement Award

PT Bentoel Prima
December 2009

For best growth performance that exceeding the last year performance

Bentoel Dahsyat Award

PT Bentoel Prima
December 2009

For extraordinary performance that exceeding the last year committed performance

Organizations

IMA Chapter Sultra

Direktur Program
2008 to 2010

Publications

Kemasan, Brand Identity & Image

EXPO Magazine January 2008
Authors: Prima Lafianto

Salesmanship Untuk Menjadi Salesman Sipp ..

EXPO Magazine June 2009

Authors: Prima Lafianto

Promotion Activity: Cost or Investment..??

EXPO Magazine January 2010

Authors: Prima Lafianto

Projects

Territorial Management Project

September 2010 to December 2014

Members:Prima Lafianto

identify and classify potential areas (WarMap) and channels of distribution (Matrix Outlet) as the basis for determining the investment and support for the development of market-based.

Area Development Sejati

2004 to Present

Members:Prima Lafianto

Launch One Mild

Members:Prima Lafianto

Best area contributor to national sales achievement

Area Development Clas Mild

Members:Prima Lafianto, Heru Setiawan

Area Development Niko International

Members:Prima Lafianto, Heru Setiawan

Sales Call System (KSI measurement & KPI improvement)

September 2014 to Present

Members:Prima Lafianto, Daniel Dani

improvement on sales and distribution operating process into operational excellence

Skills & Expertise

Sales Territorial Management

Statistical Modeling

Salesforce Training

Sales Management

Marketing Management

Budgets

FMCG

Operations Management

Inventory Management

Microsoft Office

Market Analysis

Retail

**Management
Strategy
Trade Marketing**

Education

Universitas Diponegoro

Magister Management, Marketing/Marketing Management, General, 1999 - 2001

Grade: cumlaude

Interests

Sales Management & Business Development

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3 people have recommended Prima

"Mas Prima has been the youngest, yet one of the best regional managers we firmly acknowledge in our distribution company. Having introduced trade marketing system of great importance while leading our business growth in Bali Nusra and Other Islands, Mas Prima's one of key people related to our efforts who is able to craft development scheme in strategic planning and clearly present it in a very engaging delivery. Contrary to his peers, he would rather deliver abundant achievements than speeching in excess. It's been a pleasure serving with Prima, and I believe we all wish to remain having him in our winning team to exercise our blueprints to excellence."

— **Muh. Irfan Handeputra**, *Brand Executive, Nojorono Group - Clas Mild*, worked with Prima at PT Niaga Nusa Abadi

"Orang yang sarat dengan Pengetahuan, Guru yang Hebat, berdedikasi dan berkomitment Tinggi terhadap pekerjaan dan Sangat susah ditebak"

— **ernawan ernawan**, *Promotion Officer, PT. Bentoel Internasional Investama tbk*, worked indirectly for Prima at PT Bentoel Prima

"I worked with Prima in a fast growing and demanding fast moving consumer goods industry. Given the situation, I found Prima was a highly motivated person, fast learner, reliable, has the ability to work under pressure and adapts to changes promptly. He has a strong analytical thinking and ability to work systematically. It was a pleasure to work with him and would highly recommend to anybody to have him in your respective team, as Prima was also a good team player. I wish him the best in his future career."

— **Vitayanti Wardoyo**, *MARM JATENG, Pt. Bentoel Prima*, managed Prima at PT Bentoel Prima

[Contact Prima on LinkedIn](#)