



Dr. Freddy Rangkuti MSc., MBA

Over 20 years of experience as a highly successful consultant, trainer, public speaker, best – selling author and lecturer in the field of Business management and marketing Doctoral programs

Mr Freddy Rangkuti as a (Professional strategic business & marketing training, research, and consultancy), and more than 20 years works as a consultant for the Swiss contact international agency, Asian Development Bank, PLN, TELKOM, CALTEX, PERTAMINA, KELOMPOK KOMPAS GRAMEDIA (KKG), TRANS Corps, PT. SMART Tbk (Sinar Mas Group), ICON+, Indonesia Power, PLN Jasa dan Produksi, LG Indonesia, PT. SEMEN GRESIK (Persero) Tbk, KELOMPOK GRAMEDIA MAJALAH, PERSI (Perhimpunan Rumah Sakit Seluruh Indonesia), BANK RIAU, Industrial Estate, Private and Government owned companies for several region in the field of training, marketing research, Marketing Intelligence, and Brand Development.

After finishing his undergraduate study in Gadjah Mada University in Yogyakarta, He get scholarship from USAID and finished Master degree in Asian Institute of Technology, Bangkok, Thailand. He also gets scholarship from EEC to study industrial development in Trinity College, Dublin, Ireland. In postgraduate study, he finished Master of Business Administration (Singapore Business School), and doctoral degree in the field of Business Management in Padjadjaran University, Bandung.

He has received national and international recognition and numerous awards such as The Best Papers on International Conference, Asian Academy of Applied Business Conference, Malaysia (2005). Best Marketing Papers on National Conference on Business Management, Jakarta (2004). Teaching Scholarship and Guest Lecture, Measuring Marketing Program Effectiveness, in University Sabah Malaysia (2006)

Best – selling author of 30 books published in largest publisher in Indonesia. Namely: Manajemen Persediaan (Rajawali, 2007, 8th Edition); Riset Pemasaran (Gramedia Pustaka Utama, 2007, 8th Edition), Analisis SWOT: Teknik Membedah Kasus Bisnis (Gramedia Pustaka Utama, 2023, 43th Edition); Business Plan:



Teknik Membuat Perencanaan Bisnis dan Analisis Kasus (Gramedia Pustaka Utama, 2016, 8th Edition); Creating Effective Marketing Plan (Gramedia Pustaka Utama, 2023, 3rd Edition); The Power of Brands: Teknik Mengelola Brand Equity dan Strategi Pengembangan Merek, Analisis Kasus dengan SPSS (Gramedia Pustaka Utama, 2014, 2nd Edition); Series for Strategic Marketing Tools: Data Analysis and Interpretation untuk Marketing & Behavior (Elex Media Komputindo,



2002); Series for Strategic Marketing Tools: Analysis Segmentasi & Targeting (Elex Media Komputindo, 2002); Measuring Customer Satisfaction (Gramedia Pustaka Utama, 2013, 3rd Edition), Flexible Marketing (Gramedia Pustaka Utama, 2004), Great Sales Forecast for Marketing (Gramedia Pustaka Utama, 2015), Marketing Data Analysis Made Easy (Gramedia Pustaka Utama, 2015). Wake UP, Spiritual Leadership in Business (Gramedia Pustaka Utama, 2020)

Business Blue Print for Training moduls:

Module 01: Marketing Research

Module 02: Feasibility Study

Module 03: Business Plan

Module 04: Strategic Marketing (Segmentation, Targeting and Positioning)

Module 05: Marketing Audit

Module 06: Creating Effective Marketing Plan

Module 07: Creative Promotion Strategy and Key Performance Indicators

Module 08: Forecasting and Marketing Budget

Module 09: Measuring Employee and Customer Satisfaction

Module 10: Customer Loyalty and Action Plan

Module 11: Measuring Marketing Program Effectiveness

Module 12: Measuring Promotion Program Effectiveness

Module 13: Brand Development

Module 14: SWOT Analysis & Balanced Scorecard Implementation

Module 15: Performance Evaluation and Annual Action Programmes

