

Dr. Freddy Rangkuti Drs, MSc

Over 20 years of experience as a highly successful consultant, trainer, public speaker, best – selling author and lecturer in the field of Strategic Business & Management

Specialist for Strategic Business and Management

Managing Director Frai Consulting (Professional strategic business Development, training, research, and consultancy), and more than 20 years works as a consultant for the Swisscontact international agency, Asian Development Bank, PERSI (The Indonesian Hospital Association), Industrial Estate, Private and Government owned companies for several region in the field of Research/training Strategic Business Plan, Marketing and Promotion.

Scholarship:

- Doctor Management Business Padjadjaran University Bandung, 2005.
- IDA Ireland, Industrial Development Programmes for Investment in Trinity College, Dublin Ireland, 1989.
- CIDA Canada, Network Linkages and Location Choice in Foreign Direct Investment, 1988.
- USAID, Graduated Study in Asian Institute of Technology, Bangkok, Thailand, 1987.
- Indonesian Government, Under Graduated Study in Gadjah Mada University, Yogyakarta, 1978 – 1983.

Awards:

- Best papers on The 2nd International Conference of the Asian Academy of Applied Business, Universiti Sabah Malaysia, Juli 2005
- Best marketing papers on National Conference on Business Management, Jakarta: December 2004.
- Selective Winner, research and report management problems, Dies Natalis MM Undip, June 1999, Case Study PT. SMGR.
- Competitive research proposal, Awarded by CIDA (Canadian International Development Agency), 1988
- The best presentation, Asian Institute of Technology, Bangkok Thailand, July 1987.
- USAID, Graduated Study in Asian Institute of Technology, Bangkok, Thailand, 1987
- Second place, Bachelor of Science degree with honors, Yogyakarta, UGM, 1981.
- First Place Winner, Regional Development in Yogyakarta with Neighborhood place models. UGM, Yogyakarta, 1980.

Working Experiences:

- Managing Director, Freddy Rangkuti & Associates (FRAI) Research & Training Consultant, (2004 - Present)
- Lecturer in Strategic Management in Kwik Kian Gie School of Business – Present.
- Lecturer in Strategic Management, Lembaga Administrasi Negara (LAN), DIKLATPIM II, Jatinangor, Bandung, 2000 – Present.
- Strategic Consultant in healthcare industry, mainly (2000 – Present):
 - Hospital Workload Analysis
 - Hospital business planning
 - Analysis of hospital workload and Human resources planning
 - Human Resources Planning and work systems in hospitals
 - Safe and Cost Effective Services in hospitals
 - Hospital Services for improving the quality of health services
 - Customer satisfaction Survey in hospitals
 - Improving effective communication toward patient safety in health care facilities
 - Risk management training at the hospital
 - Strategic cost transformation in hospital
 - Strategies for improving healthcare efficiency
 - The Impact of service quality dimensions on patient in the healthcare industry
 - Patient satisfaction index
 - Analysis of customer satisfaction in hospital
 - Lean hospital management
 - Hospital feasibility study
 - Predictive analytics to improve health care demand
 - Key performance indicators of hospital performance
 - Balanced performance measurement in research hospitals
 - Statistical methods in healthcare
- Lecturer in Strategic Management, Lembaga Pendidikan dan Pelatihan Polri, SESPIM POLRI, Lembang, Bandung, 2014 – Present.
- RED EXPERT (Regional Economic Development) GIZ (The German Agency for Technical Cooperation), 2012 – Present.
- Vice Rector, Indonesian Institute of Business (IBII), 1999 - 2001
- Owner of Global Media (2002 – present)

Professional Experiences:

- Strategic Business (Key Performance Indicators, Strategic Maps, Performance Management) dan Customer Satisfaction Survey, PT. ICON, 2006
- Business Plan (Key Performance Indicators, Strategic Maps, Performance Management) PT. INDONESIA POWER, 2007
- Strategic Planning (Key Performance Indicators, Strategic Maps) and Survey Customer Satisfaction PT. SMART Tbk (Sinar Mas Group), 2007

- In-House Training Marketing Strategic & Strategic Planning (Key Performance Indicators, Strategic Maps) and Survey Customer Satisfaction TRANS CORP (TRANS TV DAN TV 7), 2008
- Business Plan using Balanced Scorecard (Cascading Key Performance Indicators, Strategic Maps, Performance Management) and Customer Satisfaction Survey. PLN Jasa dan Produksi, 2009 & 2011
- Business Plan using BALANCED SCORECARD (Cascading Key Performance Indicators, Strategic Maps, Performance Management, Workload Analysis) Borrromeus Hospital, 2009
- Customer Satisfaction Survey PT. SEMEN GRESIK (PERSERO), 2009
- Business Plan (RJPP) using Balanced Scorecard (Key Performance Indicators, Strategic Maps, Performance Management, Job Anaysis, Job Description & Job spesification) PT. COGINDO DAYA BERSAMA, 2010
- Strategic Planning for investment in Bangka Belitung regions, 2010
- HR Transformation to Human Capital in Bank Riau (Market Survey, Competency standards, job evaluation, strategic mapping anda KPI (Des 2009 – Juni 2010)
- Customer Satisfacton Survey, PT. COGINDO DAYA BERSAMA, 2011
- Customer Satisfaction Survey PT. COGINDO DAYA BERSAMA, 2012
- Strategic Planning, Balanced Scorecard Evaluation (Key Performance Indicators, Strategic Maps, Organizational Cultural Assessment Instrument (OCAI), Performance Management), Government investment centre, Ministry of finance RI, 2010
- Strategic Planning and Market Intelligence (Key Performance Indicators, Strategic Maps, Performance Management, workload Analysis) and In-House Training PT. SEMEN BOSOWA MAROS, 2010
- Customer Satisfaction Survey PT. SEMEN BOSOWA MAROS, 2011
- Riset Pasar & Customer Perceived Value Aki Otomotif, PT. ASTRA OTOPARTS Tbk., 2010
- Market Intelligence, The Ministry of Foreign Affairs of The RI
- In-House Training Marketing Segmentation, Targeting & Positioning BPR, Kementerian Keuangan, 2012
- In-House Training Marketing & Management Cluster Industri Mebel Kelender, 2012
- Customer Satisfaction Survey PT. JASA RAHARJA (PERSERO), 2011
- Marketing Research Segmenting, Targeting and Positioning, PT. MAYORA INDAH TBK, 2012

- Penyusunan Business Plan (Key Performance Indicators, Strategic Maps, Performance Management, Organizational Structure) untuk GIZ – SWISS CONTACT, di Pontianak dan Salatiga, 2012
- International Market Research and Intelligence untuk Head of International Sales, Sales Manager, Marketing Officer PT DJARUM, 2013
- Customer Service & Call Center Satisfaction PT. MANULIFE, 2013
- Business Plan using Balanced Scorecard (Key Performance Indicators, Strategic Maps, Performance Management, Workload Analysis, Job Description) PT. GAKA KARYA ENGINEERING, 2013
- Feasibility Study and Risk Management EPC PLTU 2x 200 Madura, 2013
- Research for Debt to Equity Swap, PT. Cogindo, 2013
- Employee satisfaction and Engagement, PT PATRA TRADING (PERTAMINA), 2014
- Customer satisfaction di 22 SPBE, Depot Pertamina, Vendor dan Buyers di seluruh Indonesia milik PERTAMINA yang dikelola oleh PT PATRA TRADING, 2015
- Best Practice Compliance and Integrity Development, Komisi Pemberantasan Korupsi (KPK), 2016.
- Market Intelligence untuk Semen Indonesia. PT Semen Indonesia Tbk, 2016.
- Marketing Communication and Promotion, Marcom, Bandung, 2017.
- Business Plan for PT Pupuk Kujang, 2017
- Customer Satisfaction Index for PT Patra Trading, 2017
- Customer Satisfaction Index for PT Cogindo Daya Bersama, 2018

Publications: 1996 – 2017. Have been written Strategic Business Plan, MARKETING STRATEGIC, STRATEGIC MANAGEMENT, HUMAN CAPITAL MANAGEMENT dan SPIRITUAL LEADERSHIP, publisher GRAMEDIA PUSTAKA UTAMA, 30 best seller books (Sold more than 2.000.000 exp)

A. Books:

- 2017, CUSTOMER SERVICE EXCELLENCE, Jakarta: Gramedia
- 2016, I COME TO MEET YOUR CALL YAH ALLAH, Jakarta: Gramedia
- 2015, ANT STRATEGY AGAINST ELEPHANT, Jakarta: Gramedia
- 2013, MEASURING CUSTOMER SERVICES AND CALL CENTER, Jakarta: Gramedia
- 2012, FEASIBILITY STUDY OF BUSINESS AND INVESTMENT, Jakarta: Gramedia
- 2012, THE MIRACLE OF THE PROPHET'S SELLING TECHNIQUES, Jakarta: Gramedia

- 2011, *MARKETING STRATEGY & COMPETITIVE POSITIONING*, Jakarta: Gremedia
- 2011, *SWOT BALANCED SCORECARD*, 3rd Edition, Jakarta: Gremedia
- 2011, *SPIRITUAL LEADERSHIP 'WAKE UP'*, Jakarta: Gremedia
- 2009, *MEASURING THE EFFECTIVENESS OF THE PROMOTION PROGRAM*, Jakarta: Gremedia
- 2009, *CREATIVE PROMOTION STRATEGY*, Jakarta: Gremedia
- 2005, *Marketing Research*, 7th Edition, Jakarta: Gremedia
- 2005, *SWOT Analysis: Techniques for Dissecting Business Cases (SWOT Analysis)*, 12th Edition, Jakarta: Gremedia
- 2005, *Marketing Analysis Made Easy*, Jakarta: Gremedia
- 2005, *Business Plan: Techniques for Making Business Planning and Case Analysis*, 5th Edition, (Business Plan), Jakarta: Gremedia Pustaka Utama.
- 2005, *Great Sales Forecast for Marketing*, Jakarta: Gremedia
- 2004, *Inventory Management*, 7th Edition, Jakarta: Rajawali
- 2004, *Time Management, Trip to Hajj Mabruur (Time Management: Case Study for Hajj)*, 3rd Edition, Jakarta: Gremedia
- 2004, *The Power of Brands: Techniques for Managing Brand Equity and Brand Development Strategies, case analysis with SPSS*, 2nd Edition, Jakarta: Gremedia
- 2004, *Flexible Marketing*, Jakarta: Gremedia
- 2003, *Creating Effective Marketing Plan*, 3rd Edition, Jakarta: Gremedia
- 2003, *Measuring Customer Satisfaction: Measuring Techniques and Strategies to Increase Superior Customer Value*, 3rd, Jakarta: Gremedia
- 2002, *Series for Strategic marketing Tools: Data Analysis and Interpretation for Marketing & Behavior*, Jakarta: Elex Media
- 2002, *Series for Strategic marketing Tools: Analysis Techniques for Segmentation and Targeting in Marketing*, Jakarta: Elex Media
- 2002, *Mathematical Humor 1*, Jakarta: Elex Media
- 2002. *Humor Mathematics 2*, Jakarta: Elex Media

B. Journals (Akreditasi Nasional No.395/DIKTI/Kep/2000) & Magazines:

Building Competitive Advantage through a global network of capabilities", Journal of Corporate Economics, IBII Press Vol.3 No.1, Jakarta, April 1996 (ISSN 0854-8153).

"Cost and Benefit approach for sending questionnaire by mail", Journal of Corporate Economics, IBII Press, Vol. 4 No.1, Jakarta : April 1997 (ISSN. 0854-8153).

"The Dark Side of direction changes", Journal of Corporate Economics, IBII Press, Vol.4 No. 2, Jakarta: October 1997 (ISSN. 0854-8153).

“What’s Wrong with Strategy”, Journal of Corporate Economics, IBII Press, Vol. 5 No. 1 Jakarta, April 1998 (ISSN. 0854-8153).

Case Analysis PT.Semen Gresik, Journal of Corporate Economics, IBII Press, Vol. 5 No.2, Jakarta: October 1998 (ISSN. 0854-8153).

Creating competitive advantage as an operational management strategy model, Journal of Corporate Economics, IBII Press, Vol.6 No. 1, Jakarta: April 1999 (ISSN. 0854-8153).

Business Unit Analysis: Case Study of Annajah Islamic Boarding School, Bekasi, Journal of Corporate Economics, IBII Press, Vol. 2, Jakarta: November 1999 (ISSN. 0854-8153).

Case Analysis of the Layout of Bus Terminals, Journal of Corporate Economics, IBII Press, Vol. 7 No. 1, Jakarta: April 2000

New Product Development Strategies for Global Markets, Journal of Corporate Economics, IBII Press, Vol. 9 No.3, Jakarta July 2002 (ISSN 0854 - 8153).

Case Analysis of Real Estate Business Marketing Plan of PT. KP, Journal of Corporate Economics, IBII Press, Vol. 10 No. 3, Jakarta September, 2003

Market Penetration and Tax Management, Indonesian PrimeTax Review, April 2002.

Reverse Marketing Strategy, Indonesian PrimeTax Review, June 2002.

The Way How To Build Brand Value, Indonesian PrimeTax Review, July 2002.

Managing Brand Extension, Indonesian PrimeTax Review, August 2002.

How to Manage Customer Relationship, Indonesian PrimeTax Review, September 2002.

Arranging Distribution System, Indonesian PrimeTax Review, October 2002.

Decision Tree Analysis Model for Marketing Strategy, Indonesian PrimeTax Review, November 2002.

Reorientation of PERUMNAS Marketing in the Territory Autonomy Era, Indonesian PrimeTax Review, January 2003.

Strategy to Become A World Class Company, Indonesian PrimeTax Review, June 2003.

Strategy for Product Improvement and Brand Extensions, Indonesian PrimeTax Review, July 2003.

Comparing Customer Satisfaction Is Very Dangerous, Swa Sembada, No. 18 / XVIII, 5-18 September 2002.

Be careful of the brand extension strategy trap, Swa Sembada, No. 21 / XVIII, 10 - 23 October 2002.

Ad Extensions Withstand Product Strike Me Too, Swa Sembada, No. 25 / XVIII, 29-18 December 2002.

The Death of the PLC concept, Swa Sembada, No. 02 / XIX. February 23 - 5, 2003.

Flexible Marketing Strategy, Swa Sembada, No. 09 / XIX, 1 - 12 May 2003.

Five Tips for Success in the Year of the Chicken, Business News, No.34 / III / January, 2005

Be Careful Too Oriented Market Share, Our Business, No.11 / II / February, 2005

Value Migration, Business News, No. 35 / III / February, 2005

Two Tips for Success in Business, Our Business, No. 12 / II / March, 2005

Satisfaction or Loyalty, Business News, No. 36 / III / March, 2005

Success for you

Dr. Freddy Rangkuti, Drs, MSc

Emai: frangkuti@yahoo.com