

ABSTRACT

In today's competitive global market, companies must gradually improve their productivity to grow and sustain the business. One of the methods in increasing productivity is through amoeba management system. The purpose of this study is to improve productivity through the application of amoeba management system (AMS) in one of the training and consulting services companies in Indonesia, PT Expertindo. Amoeba management system is a management system developed by Kazuo Inamori which is a management system that can increase the productivity of profit/hour by solving the organization into an amoeba division that is responsible independently of its accounting system. This research is conducted by observation and interview about the philosophy, business process, organizational structure and accounting system. The focus of this research is on sales department and operational department in calculating the profit per hour to show the transfer price between amoeba mechanism and only focus on the sales department in the productivity improvement. The result shows that the average profit per hour from 2016 to 2018 in the sales department is Rp134.886 and the operational department is Rp356.538 where the profit per hour did not meet the target with a 50.81% off target. Therefore, in order to increase productivity marketing mix strategy is used to improve the revenue by identifying the current marketing mix strategy and comparing with management. A proposed improvement is presented to meet the target including developing SOP for sales call, conducting training need analysis, using online email marketing tool, constructing a daily schedule, and developing an entity relationship diagram to make a specific database category. In addition to reduce cost of the sales department can be done by finding suppliers with lower cost, long term contract, evaluate media, and bundling marketing. By implementing these proposed improvement the productivity level is expected to increase by 10.56%.

Keywords: *Amoeba management system, amoeba accounting system, profit per hour, marketing mix, and sales call*

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