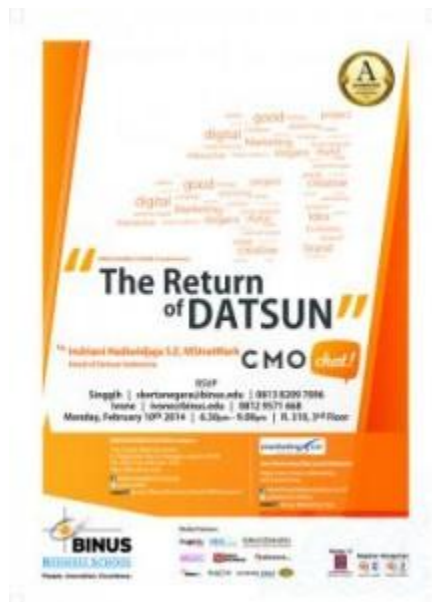


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CMO Chat with Datsun Indonesia – A BINUS Business School Event

As one means of learning, [Binus Business School](http://www.binus.ac.id) regularly hold activities that invite top-level management to share the experience and knowledge to students and the general public. One is through the CMO Chat that supports learning in the School of Marketing Binus Business School.



Poster for the event

With knowledge-sharing format, CMO Chat is one of the learning methods applied by Binus Business School to support learning. Through presentation done at the School of Marketing by leading experts (typically Chief Marketing Officer or top-level management of multinational and

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international companies); they are asked to share experiences and useful knowledge about the world of marketing to be applied in the field of work for the benefit of attending participants.

This time, on Monday 10 February 2014, Binus Business School presented [Indriani Hadiwidjaja](#), SE, MStratMark, the General Manager of [Datsun Indonesia](#) to share experiences about what is being done Datsun after the operation back in 2012, where the Datsun brand was discontinued by Nissan in 1986.



CMO Chat – The Return of Datsun

We first got an introduction from her about the history of Datsun and she started to explain about the customer profile of Datsun. In the event moderated by [Andy Lunarjanto](#), faculty member, School of Marketing, Binus Business School, Indriani further explained that the return of Datsun to the automotive world is fully supported by Nissan, in the sense that with an aggressive design and automotive technology that is trustworthy and accessible from Japan, the Datsun brand again is present, albeit in a different form.

There is an intended new segment, which Datsun refers to as the Risers; a typical customer with higher ambition for personal growth, dynamism, are optimistic and have a strong desire to realise their dreams and hopes. As many of you might also perceive, the typical Indonesian profile is

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rather accepting, passive, and goes with the flow. Datsun want to target the customer profile from among Indonesia's Risers; that is the exact opposite from mainstream Indonesians, but those who are ambitious, young, go-getters in general, and want to get a good experience as a new first-car buyer.



Students and faculty attentive at the presentation by Datsun Indonesia's Marketing Chief

She went on to explain how to see the potential of the market, and how to take advantage gap. She also explained about the specifications of Datsun Go+ and explained the differences with other competitors. She also explained where the Datsun position was vis-a-vis others in the Low Cost Green Car (LCGC) market in Indonesia.

Indriani said that Datsun has returned to the automotive world with a breakthrough that leads to the impression of young, stylish, modern, energetic and a breath of fresh after, especially in light of the brands discontinuation and earlier switch to the Nissan name we are more familiar with today. We need to see how successful this strategy is, in light of using a global brand name to market a product that is targeting specific local markets in developing economies such as Indonesia, Russia, and South Africa.

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Moderator Andy Lunarjanto and guest speaker Indriani while she answers questions from the audience



Closing of the CMO Chat

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In the last session, Indriani held a Q&A session which was greeted enthusiastically by the participants, with both members of the Marketing faculty and students participating, so much that an extra session was added. We ended the schedule later than planned, but with much to pick up from this interesting attempt to revive a known brand into something useful for its corporate owners.

Sumber : <http://blogs.angloinfo.com/the-big-duriana/2014/02/14/cmo-chat-with-datsun-indonesia-a-binus-business-school-event/>

Download : CMO Chat with Datsun Indonesia – A BINUS Business School Event

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