

Customer Acquisition Strategy in Procurement Business
(Case Study of CV SAS)

Asty Firdausya ^{1*}, Nila Armelia Windasari ²

^{1*,2} School of Business and Management, Institut Teknologi Bandung, Bandung City,
West Java Province, Indonesia.

Corresponding Email: asty_firdausya@sbm-itb.ac.id ^{1*}

Abstrak. Industri pengadaan saat ini sedang berkembang, situasi ini didorong oleh peran vitalnya dalam operasi bisnis dan keputusan pengeluaran. Pertumbuhan ini telah menciptakan peluang dan meningkatkan persaingan. CV SAS adalah salah satu perusahaan yang melihat peluang bisnis dalam industri pengadaan. CV SAS telah membangun bisnis yang berkelanjutan dengan pembeli yang memiliki reputasi baik, meningkatkan pendapatan, dan 18 lisensi pengadaan di berbagai industri. Namun, ketergantungannya pada satu pelanggan menimbulkan risiko yang signifikan, termasuk ketergantungan dan diversifikasi terbatas. Untuk mengatasi hal ini, CV SAS harus fokus pada perolehan pelanggan baru untuk mengurangi risiko, meningkatkan daya tawar, mendiversifikasi aliran pendapatan, dan mencapai pertumbuhan yang stabil. Perusahaan berencana untuk menggunakan strategi seperti analisis SWOT dan segmentasi pasar secara internal, sementara juga menerapkan alat eksternal seperti Lima Kekuatan Porter dan analisis perilaku pembeli untuk memahami dan menargetkan pelanggan potensial secara efektif.

Kata kunci: Industri Pengadaan; Strategi Akuisisi Pelanggan; Perilaku Pembeli Bisnis; Proses Keputusan Pembeli Bisnis.

Abstract. The procurement industry is currently growing, this situation is driven by its vital role in business operations and spending decisions. This growth has created opportunities and intensified competition. CV SAS is one company that sees business opportunities in the procurement industry. CV SAS has established a sustainable business with reputable buyers, increasing revenue, and 18 procurement licenses across various industries. However, its reliance on a single customer poses significant risks, including dependency and limited diversification. To address this, CV SAS must focus on acquiring new customers to reduce risks, improve bargaining power, diversify revenue streams, and achieve stable growth. The company plans to use strategies like SWOT analysis and market segmentation internally, while also applying external tools like Porter's Five Forces and buyer behavior analysis to understand and target potential customers effectively.

Keywords: Procurement Industry; Customer Acquisition Strategy; Business Buyer Behavior; Business Buyer Decision Process.

Introduction

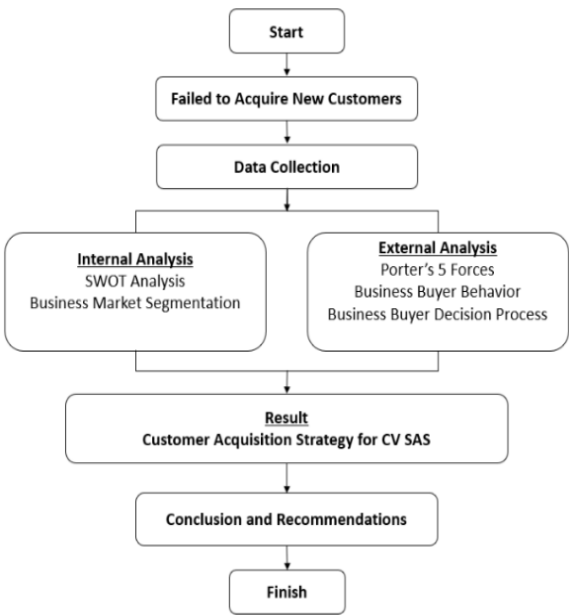
The procurement process plays a crucial role in an organization's spending. It is vital for addressing operational needs, ensuring transparency and fairness, and providing suppliers with equal opportunities. In recent years, businesses have increasingly considered social and environmental factors when acquiring products and services (Althaqafi, 2023). The procurement industry is highly dynamic, presenting challenges to companies, such as shifting customer expectations, the advancement of technology, and economic volatility (McKinsey & Company, 2024). Additionally, the development of procurement systems has opened up opportunities for businesses to become suppliers, which has led to greater competition within the industry. CV SAS is one such company that has identified business opportunities in the procurement sector. Acquiring new customers has become a key objective in its growth strategy. CV SAS has participated in various procurement processes across several companies, yet it has struggled to attract new customers and compete effectively with its rivals. The company has faced setbacks, such as failing to secure customers after submitting company profiles or price offers, or due to non-compliance with the necessary criteria during procurement stages. As such, it is essential to identify which stage of the buying process is most critical for customer acquisition.

B2B marketing emphasizes the importance of building strong, long-term relationships with other businesses. This approach is crucial due to the typically extended contracts, longer sales cycles, and ongoing partnerships involved in B2B transactions. However, B2B marketing strategies must be tailored to the specific characteristics of each industry. Just as B2C companies analyze consumer behavior before marketing their products or services, B2B companies must understand the unique features of their industry to effectively segment the market and attract new customers (Kotler et al., 2005). Therefore, this study focuses on customer acquisition strategies within the procurement industry, specifically for CV SAS. The research aims to analyze business buyer

behavior in the procurement sector, identify the most effective market segmentation strategies to improve customer acquisition for CV SAS, and examine how the business buyer decision-making process influences the success of CV SAS's customer acquisition strategy (Hutt & Speh, 2010; Freytag & Clarke, 2001).

Research Methodology

This study begins by defining the business issue faced by CV SAS, specifically its struggle to acquire new customers. The research employs a qualitative approach to data collection, utilizing structured interviews with both internal stakeholders of CV SAS and external parties, including potential and existing business buyers. The gathered data will be analyzed systematically to address the research objectives. For internal analysis, the research applies a SWOT analysis to assess the company's strengths, weaknesses, opportunities, and threats. This framework will provide insights into CV SAS's current position within the procurement industry. Additionally, the study incorporates Business Market Segmentation analysis to identify and evaluate target markets that align with the products and services offered by CV SAS. This segmentation will help in determining the most appropriate customer groups for targeted marketing strategies.



Gambar 1. Research Design Framework

The external analysis in this study applies Porter's Five Forces framework to assess the factors that influence a firm's competitive position within the procurement industry. This framework specifically examines the competitive forces shaping the market dynamics and business environment. Additionally, the research investigates Business Buyer Behavior and the Business Buyer Decision Process to understand the external factors originating from buyers. This includes identifying the key motivations, objectives, and decision-making criteria that influence procurement processes. By analyzing these factors, the study aims to gain insights into what drives buyer behavior and the purchasing decisions of business buyers. The findings from this analysis will serve as a foundation for developing a customer acquisition strategy for CV SAS, enabling the company to better align its offerings with market demands and enhance its competitiveness in attracting new customers.

Results and Discussion

Result

SWOT analysis aims to provide a clear understanding of CV SAS's internal and external environment, highlighting the strengths, weaknesses, opportunities, and threats relevant to the company and the procurement industry. CV SAS's strengths include a diverse portfolio of 18 business permits, enabling flexibility in engaging in various procurement opportunities, such as textile, clothing equipment, and electrical construction.

The company has also established a partnership with a reputable buyer, enhancing its brand reputation and opening up new business opportunities. Additionally, CV SAS excels in customer relationship management, having built strong and lasting relationships over three years, resulting in increasing project volumes and revenue growth. Despite being based in Cimahi City, CV SAS is capable of handling projects across Java and Kalimantan provinces,

thanks to its extensive resources. The company's strong financial foundation enables it to continue expanding its market reach and attract investors. However, CV SAS also faces several weaknesses. Its reliance on a single customer poses significant risks, as any disruptions or reduced projects from this customer could severely impact the company's revenue. Furthermore, this dependency limits its bargaining power, making contract negotiations highly dependent on the customer. The company's small workforce of only eight employees further restricts its ability to take on larger projects and expand its customer base. Additionally, the narrow scope of the organizational structure, with the director overseeing both the Finance and Marketing & Operations departments, may hinder efficient decision-making and execution in areas requiring specialized skills beyond these departments.

CV SAS has several opportunities to leverage. The trend towards e-procurement systems, promoted by the Government Goods/Services Procurement Policy Institute (LKPP), offers a chance for CV SAS to participate in more transparent and efficient procurement processes. Moreover, collaboration with suppliers to form strategic alliances could allow CV SAS to share procurement information, expand its network, and access new business opportunities. Despite these opportunities, CV SAS faces significant threats. Intense market competition makes it challenging to gain new customers, necessitating a strategic focus on differentiating itself in the market.

Additionally, economic instability, including inflation and government spending fluctuations, could reduce purchasing power and increase costs, affecting profits, particularly since CV SAS is heavily reliant on one customer. Finally, changes in regulations and political environments could disrupt CV SAS's ability to secure new projects and maintain smooth operations, with non-compliance potentially leading to procurement failures and hindered growth.

Table 1. SWOT Analysis Result

Strength	Weakness	Opportunity	Threat
Have business permits in various business fields	The scope of the organizational structure is still narrow	Trend to use e-procurement systems	Tight market competition
Bonafide Buyer	Limited human resources	Collaboration between suppliers to create strategic alliances	Instability of economic conditions in Indonesia
Excellent in maintaining customer relationship	Low Bargaining Power		Regulation and Politic
Accommodate customer requests in various regions	Depend on single customer	Customer Reference	
Strong Financial Foundation			

Relying solely on past contractors for references can limit CV SAS's ability to attract new customers. This narrow approach may hinder the company's efforts to expand its client base and reach a broader market. To overcome this challenge, it is crucial for CV SAS to diversify its network and increase its visibility in the procurement industry. By building stronger connections with various industry players, attending relevant events, and fostering new relationships, CV SAS can enhance its reputation and attract a wider range of potential clients. Expanding its network will be key to sustaining growth and gaining a competitive advantage.

Business Market Segmentation

Business market segmentation involves dividing a broad market into smaller, more manageable segments based on characteristics such as desires, assets, geographical locations, purchasing attitudes, and behaviors (Kotler & Armstrong, 2018). This strategy enables companies to tailor their products, services, and marketing efforts to the specific needs of different customer groups (Freytag & Clarke, 2001). The selection of market segments should focus on areas where a company can create competitive advantages and establish a strong position (Hutt & Speh, 2010).

Table 2. Business Market Segmentation Result

Segmentation	Categories	Description
Demographics	Industry	Government sector in industry oil and gas within business unit (1) wholesale trade various goods and household equipment (2)
	Company size	Large enterprise and government institution
	Geographical	Kalimantan Island
Purchasing approach	Purchasing organization	Decentralized purchasing
	Focus desirable company	In accordance with experience and strength
	Focus buyer prefer	Service contracts and offers
Company characteristics	Focus on quality, service, or price	Service and quality
	Similar value	Not only same value similar
	Risk taking or risk avoiding buyer	Risk avoiding buyer

Porter's Five Forces

Companies in the procurement sector are vulnerable to external influences as they heavily rely on both suppliers and customers. Factors such as supplier availability, buyer expectations, and competition significantly impact CV SAS's ability to attract new customers. Porter's Five Forces framework is a valuable tool for skilled managers or analysts to assess these industry dynamics from an outside-in perspective (Porter, 1980). This analysis identifies the key forces influencing the procurement industry and aligns them with CV SAS's business situation.

- 1) Threat of New Entrants
Established businesses hold an advantage due to their ability to operate more cost-effectively and efficiently, particularly in industries where economies of scale are crucial, such as wholesale. While some sectors require minimal capital investment, others, like telecommunications and laboratory equipment, necessitate substantial initial costs and specialized knowledge. CV SAS benefits from 18 business permits across different industries, making it more difficult for new entrants to compete. Additionally, CV SAS enjoys economies of scale and strong supplier relationships, which would be challenging for newcomers to replicate.
- 2) Supplier Power
The bargaining power of suppliers to CV SAS varies from moderate to high, depending on the type of goods and services provided. As an intermediary, CV SAS is heavily reliant on its partnerships with suppliers across various sectors, particularly those offering specialized

- products such as software, medical equipment, and electronic installations. These suppliers hold significant bargaining power due to their specialized offerings.
- 3) Buyer Power
The bargaining power of buyers in the procurement industry is high, largely due to the nature of business-to-business (B2B) transactions. Many of CV SAS's customers are large corporations making substantial and repeat purchases, which gives them considerable negotiating leverage. Buyers have significant power because they can easily and cost-effectively switch between procurement firms.
- 4) Threat of Substitutes
The threat of substitute products in the procurement industry is moderate. In some cases, corporate buyers may choose to bypass intermediaries like CV SAS and purchase directly from suppliers, especially in sectors where they have internal capabilities in logistics management. This reduces the reliance on third-party procurement firms.
- 5) Competitive Rivalry
Competitive rivalry in the procurement industry is intense, driven by low differentiation between companies and strong buyer sensitivity to price. The market is crowded with various competitors, including large corporations, specialized suppliers, and agile newcomers leveraging technology for a competitive edge. The lack of differentiation makes it difficult for any single company to stand out in this highly competitive environment.

Table 3. Porter's Five Forces Analysis

Threat of New Entry	Supplier Power	Buyer Power	Threat of Substitution	Competitive Rivalry
Moderate to High	High	Moderate	Moderate	High

Business Buyer Behavior

Understanding business buyer behavior is essential for designing effective marketing strategies. It enables companies to comprehend the processes that convert impulses into purchasing decisions (Kotler & Armstrong, 2018). This study examines various factors that

- shape business buyers' behavior, including marketing mix stimuli, technology stimuli, regulatory stimuli, organizational influences, and interpersonal influences.
- 1) Marketing Mix Stimuli
The study of marketing mix stimuli that influence business buyer behavior follows

the same principles used in analyzing the broader marketing mix, focusing on the 4Ps—product, price, place, and promotion (Kotler et al., 2005). Business buyers place high importance on product specifications such as quantity, color, design, and brand when selecting products, as these criteria help them objectively evaluate various offers. Product quality and availability are also essential factors that influence purchasing decisions. Suppliers can develop strategies to meet these specifications while adding value to their products, ensuring they comply with buyer preferences and industry regulations. This approach enables business buyers, including government agencies and IT startups, to make well-informed decisions. Cost is another crucial factor in the decision-making process, particularly when product specifications are similar across suppliers. Business buyers compare prices to select the best value offer, with government agencies and manufacturing companies often prioritizing suppliers that provide the lowest prices without sacrificing quality, thus improving procurement cost-effectiveness. Effective communication is vital for a smooth procurement process. Business buyers look for quick responses, value-added communication, coordination, flexibility, and an understanding of their needs. Suppliers that can adapt to company culture, working hours, and provide after-sales services are more likely to establish long-term relationships, leading to repeat business. Distribution logistics are equally important, as business buyers expect goods and services to be delivered on time and in good condition. While the supplier's location is not a decisive factor, suppliers that demonstrate efficient and reliable distribution processes are more likely to be selected.

2) Technological Stimuli

The study indicates that technological factors do not significantly influence supplier choice. Respondents believe that suppliers should support basic communication tools, such as mobile phones, internet access, and laptops. If a supplier meets the product and service

requirements, the technology they use is not a decisive factor unless it directly addresses procurement challenges.

3) Regulatory Stimuli

Compliance with regulations is essential for a smooth procurement process. All respondents agree that supplier compliance with both company-specific and government regulations is a key factor in supplier selection. Meeting the required TKDN (Domestic Content Level) value is critical for companies, particularly those in sectors like government procurement. Regulatory compliance is important not only for operational and financial decisions but also for mitigating legal and regulatory risks. Business buyers and suppliers must provide clear documentation to demonstrate that the procurement process complies with relevant laws and regulations.

4) Organizational Influences

Business buyers rely on both traditional tools, such as email, and e-procurement systems, particularly in large sectors like government and infrastructure. E-procurement systems provide a transparent, systematic approach to purchasing. However, traditional communication tools like email and WhatsApp remain vital for real-time communication and flexibility. Suppliers must understand the entire procurement process, including registration, documentation, assessment, negotiation, and contract signing, while ensuring compliance with organizational and legal requirements.

5) Interpersonal Influences

The procurement process and decision-making are influenced by various teams within an organization, including managerial, procurement, and user teams. The user team focuses on product specification matching and supplier experience, while the managerial team emphasizes strategic value and quality. The procurement team is primarily concerned with cost-effectiveness and conducts price negotiations and specification inspections. Understanding these different perspectives is essential for CV SAS to manage the procurement process effectively and meet the needs of all stakeholders.

Table 4. Business Buyer Behavior Analysis

Marketing Mix	Product Selection	The key determinants in product selection are specification match, quality, availability, customer approval, and regulatory compliance. Among these factors, specification match is considered the most significant.
	Cost Determination	The determining factors in cost determination are adherence to the budget and affordability.
	Communication Feedback	The key factors influencing effective communication feedback are prompt response and flexibility.
	Distribution Logistic	The factors that matter are: on-time delivery, efficient delivery, being close to the office, and arriving in good condition.
Technological Stimuli	The supplier does not need to own any specific technology, the important thing is to support basic communication tools.	
Regulation Stimuli	Supplier compliance with applicable regulations is also an important factor in selecting and determining suppliers.	
Organizational Influences	Simply to meet the Company's needs including things such as accommodating the requests of specific divisions, supporting business operations, ensuring that resources remain available as capital in realizing long-term strategic goals, and other efforts to ensure that day-to-day business activities run smoothly.	
Interpersonal Influences	The most influential in the procurement process are the managerial level within the company and the procurement team.	

The Business Buyer Decision Process consists of several stages that influence the procurement decisions of buyers. According to Porter (1980), each stage plays a role in determining various factors that impact supplier selection. While not all steps are required for every purchase, especially for companies with existing suppliers, they provide a structured approach to procurement. Based on data collection, the following are the stages of the Business Buyer Decision Process:

1) Problem Recognition
The process begins with problem recognition, where a business buyer identifies a need or issue that can be addressed through procurement. In industries like manufacturing, IT, and government, buyers often turn to existing suppliers for urgent needs. However, if these suppliers do not meet expectations, new suppliers are sought. In sectors like infrastructure and consulting services, procurement is governed by strict standards, and buyers go through advanced stages such as specifying requirements and

comparing suppliers to ensure the right fit. While important, problem recognition is not the primary driver of procurement decisions.

2) General Need Description and Specification
In this stage, business buyers outline the detailed specifications, quantities, and technical requirements that must be met by suppliers. According to the interviews, this phase is largely an internal technical procedure and does not directly influence supplier selection. However, in industries such as consulting services and infrastructure, where procurement is closely tied to customer demands, the specifications can influence supplier selection. Customers may suggest suppliers based on their preferences, but these suppliers must still comply with the company's rules and administrative procedures.

3) Supplier Search
The supplier search is the third step in the process, where buyers begin to search for potential suppliers through various

channels. Although this stage does not directly affect the final supplier decision, it is critical for introducing suppliers to the procurement process and allowing them to compete for business. It is at this stage that suppliers are first identified and considered.

- 4) Proposal Solicitation
Proposal solicitation is a standardized process across industries, enabling business buyers to evaluate offers from suppliers. This stage is essential as it allows the buyer to assess various proposals before making a final supplier selection. It ensures that all potential suppliers have the opportunity to present their offerings and helps buyers

compare different options.

- 5) Supplier Selection
In this final stage, buyers assess proposals based on key criteria such as supplier experience, cost alignment, product specifications, and added services like warranties and after-sales support. While each industry may place different levels of importance on these factors, they are all crucial in the decision-making process. The supplier selection stage is where the buyer makes the final choice based on a comprehensive evaluation of all proposals.

Table 5. Business Buyer Decision Process Analysis

Framework	Answer				
	Respondent 1	Respondent 2	Respondent 3	Respondent 4	Respondent 5
	Industry: government and public sector	Industry: IT / start-up	Industry: manufacture	Industry: consulting services	Industry: infrastructure
Problem Recognition	- This stage is influential but depends on conditions	- This stage is influential	- This stage is influential	- This stage is not influential	- This stage is not influential
Degree of Influence	- This stage is not influential because it's a technical stage	- This stage is not influential because it's a technical stage	- This stage is not influential because it's a technical stage	- This stage is influential	- This stage is influential but depends on conditions
Supplier Search	- Important stage for suppliers to be able to develop certain strategies	- Important stage for suppliers to be able to develop certain strategies	- Important stage for suppliers to be able to develop certain strategies	- Important stage for suppliers to be able to develop certain strategies	- Important stage for suppliers to be able to develop certain strategies
Proposal Solicitation	- Not significantly influence	- Not significantly influence	- Not significantly influence	- Not significantly influence	- Not significantly influence
Supplier Selection	Cannot do any business because efforts to be acquired as a supplier have been made before this stage	Cannot do any business because efforts to be acquired as a supplier have been made before this stage	Cannot do any business because efforts to be acquired as a supplier have been made before this stage	Cannot do any business because efforts to be acquired as a supplier have been made before this stage	Cannot do any business because efforts to be acquired as a supplier have been made before this stage

The customer acquisition strategy for CV SAS is structured into three distinct stages: the initial stage, the execution stage, and the post-stage. In the initial stage, CV SAS must build a strong value proposition and brand awareness by effectively communicating its unique selling points to potential customers. This includes conducting thorough market research to understand customer needs and analyze industry trends, focusing on key segments like oil and gas enterprises and government institutions. Additionally, CV SAS should develop a multi-channel marketing strategy, utilizing a well-designed website and active social media presence to showcase its strengths. Internal resources should be prepared by equipping marketing teams with knowledge about targeted customer segments, hiring social media managers, and developing value-added services. The key performance indicators (KPIs) for this stage include completing market research within four months, developing marketing tools and digital channels within two months, and ensuring the marketing team can accurately target leads.

In the execution stage, CV SAS aims to convert potential clients into active customers through direct marketing and effective communication. This involves ensuring technical readiness by preparing the technical team for e-procurement operations and engaging potential buyers through face-to-face meetings, where the company's capabilities can be showcased. Additionally, CV SAS should monitor industry trends to identify potential tender opportunities and stay ahead of market developments. The primary KPI for this stage is the customer conversion rate, with a goal of acquiring five customers from various sectors, including government, IT, consulting services, manufacturing, and infrastructure, focusing on large-scale trade in goods and household equipment. In the post-stage, CV SAS focuses on nurturing relationships with new customers and ensuring long-term loyalty. Positive customer feedback plays a vital role in improving brand reputation and future customer acquisition. By analyzing feedback, CV SAS can identify areas for improvement and tailor its offerings to meet customer needs. Customer relationship management will

involve ongoing communication, email marketing, and offline meetings to retain customers and encourage brand promotion. KPIs for this stage include collecting database insights through customer satisfaction surveys and calculating the cost per lead to optimize future strategies. Additionally, customer satisfaction should meet a minimum threshold of 75%, and the cost of acquiring a new customer should be regularly assessed to ensure efficiency in the acquisition process. This comprehensive strategy will guide CV SAS in attracting new clients, converting prospects into loyal customers, and building lasting relationships that foster sustained growth and competitiveness in the procurement industry.

Discussion

The procurement industry is experiencing rapid development, which significantly impacts a company's strategy in achieving competitive advantage. In this context, dependence on a single customer can pose a threat to long-term business stability, as experienced by CV SAS. Therefore, the company needs to develop an effective customer acquisition strategy to expand its customer base and mitigate the risks arising from such dependence. Customer acquisition strategies can be enhanced by utilizing analytical tools that help companies assess their market position. One of these tools is SWOT analysis, which provides an overview of a company's strengths, weaknesses, opportunities, and threats. In this case, CV SAS needs to identify opportunities in untapped markets and strengthen its existing strengths, such as the procurement licenses it has acquired (Leigh, 2009). On the other hand, Porter's Five Forces framework helps analyze the level of competition in the procurement market by examining the pressures from competitors, suppliers, and the threat of new entrants (Dobbs, 2014). According to Tunisini and Sebastiani (2015), stronger integration between procurement and sales, along with close relationships with customers, will increase the chances of both customer acquisition and retention. By understanding customer relationship dynamics, CV SAS can design a more effective approach to maintain customer loyalty and reduce reliance on a single source of income.

Syam (2006) revealed that companies prioritizing customer retention tend to achieve greater profits in the long term, compared to those focused solely on acquisition. Market segmentation also plays a crucial role in customer acquisition strategy. By dividing the market into smaller segments, companies can tailor their product and service offerings to meet the specific needs of each segment (Freytag & Clarke, 2001). Therefore, CV SAS must identify high-potential market segments and adjust its marketing strategies to target these segments effectively. Additionally, promotions are often used as a quick way to acquire new customers.

However, research by Lewis (2006) indicates that customers acquired through promotions typically have lower long-term value compared to those acquired through a more planned approach. While promotions may deliver short-term results, companies must be cautious about over-relying on this method, as it can negatively affect the quality of customer relationships and retention. CV SAS needs to adopt a strategy that not only focuses on customer acquisition but also emphasizes the retention of existing customers. By leveraging strategic tools such as SWOT analysis, Porter's Five Forces, and market segmentation, companies can reduce dependence on a single major customer and achieve sustainable growth.

Conclusion

The analysis of the Business Buyer Decision Process consists of several key stages. First, Problem Recognition occurs when a buyer identifies a need but does not yet determine the supplier, as further steps are necessary. Second, the General Need Description and Specification stage has limited influence on supplier selection decisions. The Supplier Search stage is crucial, as it requires suppliers to develop strategies to be recognized and included in the procurement process. In the Proposal Solicitation phase, suppliers are evaluated through a technical process, and in the Supplier Selection phase, buyers assess each supplier's ability to meet their needs. The analysis of Business Buyer Behavior includes

various factors. Marketing Mix Stimuli, adapted for procurement, examines product selection, cost, communication feedback, and distribution logistics that influence purchasing decisions. Technology Stimuli shows that buyers prioritize basic communication tools (such as phones, the internet, and laptops) and value a supplier's ability to deliver goods and services over advanced technology. Regulatory Stimuli highlights the importance of complying with company and government regulations to avoid legal risks. Organizational Influences focus on how procurement supports the company's needs, operations, and long-term goals, with each stage being monitored for compliance and accountability through proper documentation.

Finally, Interpersonal Influence involves key roles like the user team (which sets specifications), the procurement team (which selects suppliers), and management (which focuses on quality and alignment). CV SAS should address the priorities of each group, such as specifications, cost, and quality. The Customer Acquisition Strategy for CV SAS is structured into three phases. The Initial Stage focuses on building brand awareness and establishing a strong value proposition. The Execution Stage aims to convert potential customers into actual customers. Finally, the Post Stage emphasizes maintaining long-term relationships with new customers, ensuring satisfaction, and fostering loyalty to support sustained growth.

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