

# UGM student Triumphant in P & G Business Challenge

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UGM students, again, made an achievement at the regional level. This time, the accomplishment is made by Mas Imam Aulia Azmi, student of Industrial Engineering Department, Faculty of Engineering, who managed to become the winner in the P & G ASEAN Business Challenge (PG-ABC) regional final held from June 1-4 in Singapore. Mas Imam along with five colleagues from ITB and UI in Aurum team as representatives of Indonesia successfully set aside three teams from Malaysia, Vietnam, and Thailand.

PG ABC is a competition held by the Procter & Gamble (P & G) company. This competition aims to introduce a more in-depth of business process of company engaged in the field Fast Moving Consumer Goods\* (FMCG), the type of industry engaged by P & G. The competition is divided into two phases, the country final in Indonesia and the regional final in Singapore.

In the regional final competition, each participant is challenged to develop strategies related to recruitment of P & G employees. Mas Imam and his colleagues on the challenge offered a strategy by emphasizing the use of technology, among others, by utilizing the new media, such as Twitter, Facebook and other social networks more. "The strategy we use is different from other teams, specifically by emphasizing the use of technology, such as Facebook and Twitter, as mediums to distribute recruitment info. Perhaps this is given us better value, so that we are declared as the winner," he explained on Monday (20/6) at UGM.

Before progressing to the regional level, Aurum has to compete with five other teams at the National level. 30 participants from UI, ITB, UGM, Parahyangan University, and Prasetia Mulya Business School participated here. In this competition, participants were divided into five teams, which is a mixture of the five universities.

Aurum team was declared the winner at the national level after successfully passing a challenge to sell one product of P & G, Downy, with the highest sales rate among other teams. "Our team, Aurum, was declared the winner at the national level because we managed to sell highest number of



products. This was achieved by implementing marketing strategies by targeting strategic spots in the selling," Mas Imam concluded.

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