TASK DETAILS	
Title	**CREATING A POTENTIAL CUSTOMER DATABASE**
Type	TEAM
Activity Stage	BUSINESS PROCESS
Department	MARKETING
Duration	RECURRING

LEARNING OBJECTIVE	OUTPUT
	Potential Customer Personal Information Database

INTRODUCTION

To achieve the company's sales targets, it is essential to identify and gather information about potential customers. The marketing department needs to create a database containing contact information, which will enable effective marketing and sales activities.

No	ACTIVITY

1	**Discussion on Target Customers**
	
	The Chiefs and marketing team members will discuss the company's target customers—both individuals and businesses—based on prior market analysis.
	
	• Use the following guiding questions to define the target customers:
	   o Which countries are we targeting for potential customers?
	   o What types of businesses are we targeting?
	   o What level of customer engagement or activity are we targeting?
	
	Utilize the PE Directory and International Trade Resources available on the VCI Portal to collect relevant data.

2	**Data Collection** • The Chiefs will assign team members to search for target customer data categorized by **country, company type, or engagement level**. • Collect data such as customer emails and contact numbers.
3	**Compiling the Potential Customer List** • Consolidate all collected customer data into a single document titled "Potential Customer List." • Organize the list by country or company type to ensure easy access and efficient searching.

REFERENSI

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