ABSTRACT

ANALYSIS OF THE STRATEGIC MARKETING
USAHA JASA BERSAMA FURNITURE
JALAN SETIA BUDI MEDAN

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A thesis is called “Analysis of the strategy marketing Usaha Jasa Bersama Furniture.” The background of this research is the development of business furniture currently, fueled by rising consumption needs as well as the from the community. And this is heightened by the increasing number of housing are constructed, so that is an opportunity that is very large in proportion to the business of furniture. With the increasing number of competitors, then many consumers, to be able to draw an undertaking of furniture need to apply marketing strategies that effort of furniture can survive and flourish and can reach vision and its mission.

In research aims to know and analyzing strenghts, weakness opportunities and threats owned business services together furniture in determining what strategy that can be proposed to apply in boost sales in business services together as material input to advance of this business

Form of research used in this thesis with a descriptive research methods with qualitative approaches. The Data used are the primary data and secondary data. Primary Data obtained through observation and interviews with key informants and key informants. While secondary data obtained through the study of literature by studying books and theses related to this research. Data analysis technique used is the SWOT analysis by identifying internal and external factors of business, after which those factors compiled using the SWOT matrix. The result of the matrix can produce four sets of possible alternative strategy that is SO, WO, ST and WT.

Based on the results of research using the SWOT matrix and SWOT diagrams, Shared Services Business can be kept this quadrant SO, where this effort has been able to take advantage of all the power to take advantage of opportunities as big as possible. Strategies that support the quadrants SO is Growth Oriented Strategy where this effort could increase sales of their products by increasing the promotion, which during the Joint Service Effort is still lacking in marketing efforts to the society.

Keywords: Marketing Strategy, SWOT Analysis