MARKETING STRATEGY IN DEALING WITH COMPETITION INDOMARET.

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ABSTRACT :

The marketing strategy is one tool used to analyze and find out how a company to make efforts in marketing the products it sells. In this discussion so many aspects into consideration and which became the basis of this analysis, among other factors into strengths and weaknesses and opportunities gained by the company with all kinds of threats must be aware of the company. Companies that become the object of this research is a service company engaged in the marketing of products namely Indomaret In this study the author examines this company, how the company markets its products, whatever strategy is taken, and analyze it. Analysis tools used to support this research is SWOT analysis. Authors obtained data directly from the company that became the object of this research. Analysis tools used to support this research is SWOT analysis. Authors obtained data directly from the company that became the object of this research. From the analysis of marketing strategies that have been implemented by Indomaret SWOT analysis method, it can know the effectiveness of their marketing strategies, strengths and weaknesses that have faced the threat of opportunities, as well as location of company's position in the diagram of SWOT analysis is the first quadrant, this means the company is in an advantageous position because it has the power to get the opportunities that exist, so it can determine what the best strategies used by the company next.