

Evaluasi terhadap strategi peluncuran Toyota Avanza: suatu studi kasus pada PT Toyota-Astra Motor (TAM) dengan pendekatan proses hirarki analitik

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Abstrak

Introducing new products are the center of attention in most company because of their contribution to the survival and prosperity of the enterprise. New products, when matched to customer needs, offer opportunities for a firm to strengthen its position in existing product-markets and move into new ones.

PT Toyota-Astra Motor (TAM) have launched Toyota Avanz to enter 4x2 Low segment. As a new entrant in a big and growing market in the future, Toyota Avanza has to face a reaction from existing competitors such as Mitsubishi, Daihatsu and Suzuki. To counter the competitive move from competitors, TAM has a competitive strategy for Toyota Avanza. The main problem is (1) what is the strong and weakness point of Toyota Avanza as a product and (2) how effective is the launching strategy of Toyota Avanza.

This thesis uses the concept of strategy at broadest level (cost-leadership, differentiation and focus) which can be used singly or in combination. These three strategic approaches will cope the five competitive forces. Toyota Avanza's launching strategy will be evaluated by Analytical Hierarchy Process (AHP) approach.

There are some inventions in this study. First, as a product, Toyota Avanza have a competitive advantages compare with its competitors in exterior and interior design, engine performance and handling. Second, cost-leadership strategy in the main priority in evaluation of Toyota Avanza's launching strategy. This is not the only strategy, TAM combine with differentiation strategy.