

Marketing strategy analysis of the service company: case study PT Prima Value Indonesia = L'analyse de strategie marketing de la societie de service (etude de cas: PT Prima Value Indonesia)

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Abstrak

PT. Prima Value Indonesia is a management-consulting company which built by passion to give the clients the best services and solutions and also add value to their businesses. Its main dimensions of specialization are management consultancy, research and survey, also knowledge development. New product or service development can be fail to be introduced or sell by many small business such as PT, Prima Value Indonesia as the consulting management companies because of its low profile characteristic. This final report is using some tools such as marketing mix and the SWOT analysis to analyze the internal and external factors of the company, and also to analyze their marketing strategy. Regarding to the TOWS Matrix of PT. Prima Value Indonesia, the company for this time could reach new potential clients and also could increase and maintain their promotion, by implementing SO Strategies, using company's internal strengths to take advantage of external opportunities. Furthermore, the company at this time could focus on the subject of property and pharmacy in doing workshops services as application of managing "focus strategy" in order to get to know their segments intimately and pursues either cost leadership or differentiation within their target segment. Those suggestions are expected could be use by the company to pursue its marketing objectives in the target market and also to position themselves strongly in the chosen target markets.