

Analisa produk Fruit Tea di USA = Fruit Tea product analysis in USA

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Abstrak

[ABSTRAK

Jurnal ini membahas analisa dan strategi pemasaran suatu produk yang di simulasikan akan di pasarkan di negara Amerika Serikat. Penulis menggunakan teori SWOT Analysis Strengths Weakness Opportunities and Threats dan teori PESTLE Political Economical Social Technological Legal and Environmental untuk mempelajari analisa produk dan strategi pemasaran. Untuk mempermudah pembahasan penulis menggunakan studi kasus Fruit Tea salah satu produk yang mendominasi di kategorinya. Dari pembahasan ini kita dapat memahami bagaimana menganalisa suatu produk yang akan di pasarkan di pasar yang baru dan sebagai referensi strategi yang efektif dalam pemasaran produk agar dapat mencapai angka penjualan yang maksimal.

ABSTRACT

This paper assesses analysis and marketing strategies of product which simulated to be marketed in USA. The author used PESTLE theory (Political, Economical, Sociological, Technological, Legal, and Environmental) and SWOT analysis theory (Strengths Weaknesses Opportunities and Threats). PESTLE analysis will be conducted as a macro and external analysis, which is as an attempt of data search to identify market potential by looking from external factors that represent the current situation. A situation which the company doesn't have ability to influence it. PESTLE analysis will be conducted as a summary of PESTE macro analysis, which assessing deeper circumstances. The author used Fruit tea brand, one of the market leader in its category. this assessment will lead us to better understanding of hoe to analyze our product that will be launched in a new market and as a knowledge reference of effective strategies in product marketing in purpose to acquire a maximum sale.

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