Distribution Planning and Price Fixing In a Marketing Strategy for Establishing a Bakery Industry PT Pangan Rahmat Buana (PT Prabhu), Bogor.
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The purpose of this study are to outline the analysis of factors which affecting company in bread business and to provide an accurate price and distribution solution. Data have been is collected from interviews and questionairs, and surveyed price in several number shops and supermarkets. Price forecasting was conducted using QSB application program on data collected in a cross section way.

Based on company’s strength and weakness analysis towards the company, then the strategy that can be implemented by the company among others are product and market development strategy, integrated vertical strategy, develop a good relationship with investors, banks and suppliers especially supplier of additional flavor and enhancer matters flavor. Distribution channel feasible to be use by the company are utilizing area around traders, and retail traders-i.e. supermarket and minimarket. Quantitatively price analysis have shown that possible maximum price of white bread are between Rp 4100,- and Rp 4300,-; while chocolate bread is Rp 1800,- and for cheese bread is Rp 1800,-. Effect of wheat price on white bread is 21,4%.