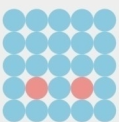




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ABSTRACT

MARKETING STRATEGY ANALYSIS OF EXPORTING FURNITURE FOR JAPAN MARKET (CASE STUDY OF PT. SRI TOKAI INDONESIA)

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This research is aimed at: (1) identifying the competitive condition of furniture business able to influence PT. STI in Japan market; (2) identifying the condition of external and internal environment of PT. STI able to influence sale unit; (3) identifying marketing strategy PT. STI in this time; (4) formulating alternative marketing strategies of which can win the competitive of business furniture in Japan market. The method used is a case study and data collected through interview and filling the questionnaire. Data is analyzed using Porter's Five Force Model and Boston Consulting Group matrix. Based on Porter analysis the biggest threat primary cause from new comer so that company have to maintain and improve the quality of product, creating excellence product image and price competitiveness.

Based on Boston Consulting Group matrix PT.STI is in Question Mark position, where the company condition has low market share and compete in industry with high growth with certain applicable alternative strategies such as implementing market penetration, market development and product development. Alternative strategy recommended that PT. STI authority take several action as follows: (1) create and multiplying design, owning separate isn't it compared to other to other product and up to date as according to consumer appetite and pay attention furniture which is enthusing by market, like Asian Ethnic and Asian Contemporary; (2) pricing lower compared to the price of competitor product so that competition can improve market compartment at the same market segment; (3) adding distributor network area which is have potency to extend market, so that improve request volume and improve sale value; (4) exploiting growth of multimedia to conduct promotion to various place with potential customers.

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