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Abstract

Marketing Strategy Analysis of Fresh Milk and Milk Products by Cooperations in East Java. A Case Study in Koperasi Peternakan Sapi Perah (KPSP) Setia Kawan Nongkojajar Pasuruan

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The aim of this study is to design the marketing strategy of fresh milk and milk products in East Java as the impact of absorption quota by Nestle. The study uses descriptive method of case study in Koperasi Peternakan Sapi Perah (KPSP) Setia Kawan Nongkojajar Pasuruan for two months from January to February 2005. Data were analyzed by using market analysis and Analytical Hierarchy Process (AHP). The results of market analysis showed that KPSP Setia Kawan has managed physical aspect, human resources and marketing process to face the market competition. Also, milk productivity is always related to an existing market absorption included its continuity and sustainability. The results of AHP showed that the main priority factor is marketing aspect (58%), the key actor who has important role is Gabungan Koperasi Persusuan Indonesia (42%), the main goal is the increasing revenue (61%) and the alternative strategy is to look for the new market instead of Nestle (62%).

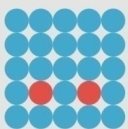
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