



ABSTRACT

Marketing Strategy Analysis of Latex Surgical Gloves at PT. Saptindo

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Indonesia is the second biggest natural rubber producer in the world, while PT. Saptindo is as a manufacturer of the latex surgical gloves in Indonesia certainly has an access advantage to the raw material. One of the problems encountered by the company is a difficulty in improving its sale volume, therefore the maximum production volume is 55% of the effective production capacity.

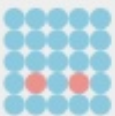
On the basis of the above stated problem, the objective of this research is to evaluate the marketing strategy applied by the company, to determine the strategic factors of the company and to provide alternative recommendation on the effective marketing strategy.

The method applied is a case study with industrial competition analysis, SWOT analysis as well as marketing mix analysis. Based on the result of the analysis, it is identified that in facing the competition, the company applies the overall cost leadership strategy, determines the geographic segmentations, uses alternative undifferentiated marketing in the targeting and repositioning strategy in determining its positioning.

While in the marketing mix, the company not only uses the company's brand, but also buyer's brand in selling its products, it sells in lower price and applies short trading system in the distribution and incidental method in improving the promotion measures.

The potential strategic factors of the company are applied to support the business development, that is, the advantages possessed by the company such as lower selling price, quite big production capacity, good production facilities and strategic plant location. While, the opportunities available include export market potency, relative good and cheap raw material access, increased demand of the public community for medical equipment and an opportunity to get new working partners.

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