Alternative Business Strategy for Merchandising at “Bank A” Card Center
(Case Study at “Bank A” Card Center)

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Currently the banking industry conducting a business diversification in the credit card sector is continuously increasing. The tight level of competition requires a company to formulate a proper business strategy, so it will win the competition. The products offered influence the success in marketing of credit cards. One of the products offered by “Bank A” which needs to be monitored, in order to support its marketing strategy is a merchandising program.

The aims of this study were (1) to analyze the competition in the credit card business, (2) to analyze the strength, weakness, opportunity and threat factors for the merchandise, (3) to analyze the product strategy, the price strategy, the distribution strategy, and the promotion strategy and (4) to offer alternative strategies for merchandising in order to face the competition.

The method of study used was a descriptive method through case study approach. The analytical tools used are BCG matrix, External Factor Evaluation (EFE) matrix, Internal Factor Evaluation (IFE) matrix, and SWOT matrix.

Based on BCG Matrix, IE Matrix, and SWOT Matrix, there are four alternative strategies obtained, i.e. (1) penetrating the market with new segments, (2) a product development strategy, (3) a vertical integration strategy, and (4) a market development strategy.

From the four alternative strategies, the implication toward the marketing strategy are (1) the market follower strategy and (2) the market nicher strategy.