ABSTRACT

Proposed Marketing Strategies to Increase Competitive Advantage Using the SWOT Analysis and QSPM in CV. Media Karya Teknologi

by
Ujang Hidayat
1.03.06.015

CV. Media Karya Teknologi, is a company that is engaged in manufacturing IT application language lab program, which is located at housing complex Pilar Mas Jl. Pilar Mas 1 C 44 Cimahi 40533 Jawa Barat. Looking at competitor companies increasingly tight, this makes the importance of strategies to increase competition with similar companies. The best way to increase competition is to directly involve factors internal and external relating to the strengths, weaknesses, opportunities and threats. Oriented towards the market in anticipation of competition among its peers. Companies need repairt problems faced by both internal factors and external factors that exist.

First identify and analyze the internal factors are concerned with the strengths and weaknesses of the company and external factors concerned with the opportunities and threats of what will be faced, with a questionnaire and pass it to the employees of the company, after it tested the validity and reliability. The second step in calculating weights, reting, score on the metric IFE and EFE, the three plots the total value of the matrix IFE and EFE matrix into the matrix IE. Steps to create a metric four SWOT factors with distinguishing strengths, weaknesses, opportunities and threats from the SWOT metrics will get four strategies that may be applied by the company. Based on a SWOT analysis of the proper strategy is selected, use QSPM and will be in getting the right strategy for the company.

Four strategies have been formulated by the SWOT analysis, then selected an alternative strategy by using QSPM. The strategy chosen by using QSPM is one strategy that is Extending the marketing area by way of promotion, advertising and publicity, improving the quality of existing human resources to achieve the target, doing design and development of high-quality products and add relationships to gain customers or new customers in a way collaborate with other companies, for example working with a company selling the same product, because the value of TAS is the largest value of 5.114.

Keywords: SWOT analysis, QSPM (Quantitative Strategies, Planning Matrix), Strategic Marketing