PROPOSAL OF NUTRITIONAL PRODUCT MARKETING STRATEGY IN PT. HERBALIFE SC BANDUNG

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ABSTRAK

PT. Herbalife SC Bandungas one of the house of nutrients in the city of bandung currently rely on strategies of marketing communications strategy in the form of direct the selling , multi the level of marketing (MLM) and promotion with the fullest extent possible in efforts to create a customer satisfaction to products offered, with the aim that of these products to compete with and well-received in the market lover of medical products in bandung and the surrounding areas.

There are two types of nutrition products offered PT. Herbalife SC Bandung to it has its consumers of them that is the product of nutrients (in) and products of nutrients (outsiders), in the city of bandung and surrounding areas the product of nutrients (in) is the product company seed and the products of the most sought-after also in demand by consumers.

Seen from 2014 year until 2015 data on the sale of products especially the nutrients (in), that the produk-produk nutris (in) experienced instability sales which led declining sales in these products, perhaps this was caused by marketing strategy optimal competition products and the nutrients more famous and having more affordable prices.

See the problems in pt herbalife sc bandung, decided on a strategy with its marketing with more appropriate and optimal by using the method SWOT strategy and qspm expected to improve competitiveness and increase the sale of products of nutrients (in).

Keywords: Marketing, the nutrients (in), SWOT and QSPM.

I. Foretaste

A. Background

Marketing having strategic positions in an effort to take the company toward better in business competition complicated .Marketing strategy is a handle for companies that have excellence in market competition, and looking for a match between internal capacity company in this selling products to the consumer opportunity ekstemal available in market the potential buyers of the products .Marketing strategy generally intended to raise the possibility or frequency consumer behavior , as the improvement of visits in particular store or decision to buy certain products.

Aware of the importance of customers in determining success an effort so, PT. Herbalife SC Bandungas one of the house of nutrients in the greater bandung when this is building on the communications strategy marketing in the form of strategy direct selling , multi the level of marketing (mlm and to promote as maximum as possible in efforts to create customer satisfaction to products offered , in order to make the products to compete with and well received in the market lover medical products in bandung and surrounding.

Excellence of the main any product nutrients herbalife namely to maintain the health of metabolism and improve endurance .There are two types of nutrition products offered PT. Herbalife SC Bandungto konsumenya of them that is the product of nutrients (in) and products of nutrients (outsiders), in the city of bandung and the surrounding areas .The product of nutrients (in) is the product company seed and the products of the most sought-after also in demand by consumers. The nutrients (in) more than nutrients unseeded products (outside) , because the market target of focusing in the greater bandung area is the sale of products nutrition (in) the optimal .In addition , the product nutrrisi (in) is the target of business multi level of marketing that much sought by the multi marketing businessmen level in the greater bandung area .Why the nutrients (outside) not too unseeded by PT. Herbalife SC Bandung, is due to the sales herbalife town center other focus to the sale of products nutrition (outside), but PT. Herbalife SC Bandungwill serve consumer products (need nutrients outside) by means of reservations.

Seen from 2014 year until 2015 data on the sale of products especially the nutrients (in) , that the produk-produk nutrition (in) experienced instability sales which led declining sales in these products , perhaps this was caused by marketing strategy optimal competition products and the

nutrients more famous and having more affordable prices.

After background the problem, then the researcher interested in do research by the title **PROPOSAL OF NUTRITIONAL PRODUCT MARKETING STRATEGYIN PT. HERBALIFE SC BANDUNG**

As for formulation problems in research is:

1.How the influence of internal and external factors of pt.Hebalife sc bandung?

2.How determine marketing strategies defenseless competitiveness of pt.Hebalife sc bandung the most effective?

The purpose of the research is:

1.To identify the internal and external pt.Hebalife sc bandung supporting the marketing strategy.

2.Provide suggestions marketing strategy of the strategy SWOT and qspm to increase the competitiveness.

II .Literature study

A. Marketing strategy

Marketing strategies is a plan of outlining expectations the company would be the impact of the activities or program marketing to demand products or the centre of their products dipasar specific targets .Company bias using two or more program marketing simultaneously, for every type of program like the advertising , promsi sales , personal selling , customer service , or product development) having the influence of different to demand.

Table 1 .The analytical framework the formulation strategy .

1 .The data collection	
Internal Factor Evaluation (IFE) Matrix	*External Factor Evaluation (EFE) Matrix*
2 .The analysis	
Matrix Internal-External	*Matrix SWOT*
3 .The full decision	
Quantitative Strategic Planning Matrix (QSPM)	

sources of: (modified from freed r , david , 2011)

B. Analysis environment internal company

According to popy rufaidah (2013: 69) analysis of internal environment enterprise undertaken through activity function function a business firm, in marketing, financial, human resources and operation.

C. Analysis environment external company

According to popy rufaidah (2013: 109) observation the external conditions company, and identify strategic external factors company becomes an opportunity and the threat to be faced company. External environment consisting of the neighborhood macro and micro .Macro environment is often called as remote environment or environment far, while environment micro called as task environment or environment duty.

D. Matrix IFAS (Internal Strategic Factors Analysis Summary)

Matrix ifas used to know faktor-faktor internal company concerned deengan strength and weakness that are considered important .Data and information internal the company can excavated of several functional company, for example: for example of management aspects, financial, human resources, marketing, information system, and production / operation.

The following is this step to make table ifas:

1 .Identify and drawing up about 5 to l0 items for each strength and weakness in column 1 .

2 .Give weight in item-item will begin of 1.0 (most important until 0.0 (most unimportant) in columns 2 .

3 .Give rating in columns 3 for each factors starting from than 5 (very good to 1 (very bad , based on response management against any factor .

4 .Multiply weight any factor in columns ked.ua with rating on the third column to get a score terbobot in columns fourth .

5 .totalize all the score terbobot in columns fourth to obtain a score terbobot total for the company .A score terbobot total stretched of 5.0 (very good until) 1.0 (very bad)with 3.0 as an average .

Table 2 .A matrix ifas (internal strategic factors analysis summary) .

Factors internal strategy	weight	Rating	rating x weight	information
Strength 1.…… 2……	 ……. …….	 …… ……	 …… ……	 …… ……
Weakness 1 …… 2 ……	 ……. …….	 …….	 …… ……	 …… ……
Total	…….		…….	

sources of: (Popy Rufaidah, 2013).

E. Matrix EFAS (External Factors Analysis Strategic Summary)

Matrix efe used to evaluate external faktor-faktor company .Analyzing hal-hal external data on financial problems , social , culture , demographic , environment , political , government , law , technology , competition dipasar industry which the company is , and external data other relevant.

As for steps to make table efas as follows:

1 .Identification and write down in columns 1 between 5 to 10 factors opportunities and the threat .

2 .Specify weight in column 2 to any factor starting from 1 (most important until 0.0 (most unimportant) based upon the factors having the possibility of affect the strategic position of company at the moment .

3 .Specify rating in the third column for each a factor of 5 and 1 based on current management response to the factors certain .

4 .Multiply weight (column 2) each factors and his rating (column 3) to obtain the score the weight for each , next saving it to column 4 .

Table 3. Matriks EFAS (Eksternal Strategic Factors Analysis Summary).

Factors eksternal strategy	weight	Rating	rating x weight	information
Opportunities 1…… 2……	 ……. …….	 …… ……	 …… ……	 …… ……
Threat 3 …… 4 ……	 ……. …….	 …….	 …… ……	 …… ……
Total	…….		…….	

sources of: (Popy Rufaidah, 2013).

F. The matrix internal-external (IE)

IE matrix consists of two dimensions, : total a score of ifas matrix on the x axis, and the total a score of efas matrix on the y axis.On the x axis of ie matrix scores level there are three, : 1,0-1,99 said that the position internal is weak, a score 2,0-2,99 its position is the average, and the score 3,0-4,0 is strong.In the same way on the y axis used to efe matrix a score 1,0-1,99 is low, a score 2,0-2,99 is being, a score 3,0-4,0 is high.

Table 4. Matriks *Internal-EksternaL.*

1 *GROWTH* Concentration through vertical integration	2 *GROWTH* Konsentasi through horizontal integration	3 *RETRENCHMENT* Turnaround
4 *STABILITY* carefully	5 *STABILITY* No change profit strategy	6 *RETRENCHMENT* Captive Company Atau Divestment
7 *GROWTH* Difersification Konsentrik	8 *GROWTH* Difersification conglomerate	9 *RETRENCHMENT* liquidation

sources of: (Fred R, David, 2011).

G. The matrix TOWS or SWOT

After exposure to two kinds of the matrices for input-stage, the following presented by matriks-matriks to matching stage.The first a matrix tows or training.Matrix threats-opportunities-weaknesses-strengths (tows) is matching tool important to help managers develop four type strategy.Fourth type strategy referred to is :

1 .Strategy so (strengths-opportunities)
2 .Strategy wo (weakness-opportunities)
3 .Strategy st (strenghts-threats)
4 .Strategy wt (weakness-threats)

In clearer , the following are eight the stage of how to the determination of strategy built through matrix tows / swot .The phase that referred to is:

1 .Get me a list of opportunities external company .
2 .Get me a list of threat external company .
3 .Get me a list of power key internal company .
4 .Get me a list of weakness key internal company .
5 .Match forces internal and external opportunities and note the outcome in cells strategy so .
6 .Match weaknesses internal and external opportunities and note the outcome in cells strategy wo .
7 .Match internal forces and threatens external and note the outcome in cells strategy st .
8 .Match internal weaknesses and threatens external and note the outcome in cells wt strategy.

Tabel 5. Matriks TOWS/SWOT.

IFAS **EFAS**	**Strengths – S** A list of all the power possessed .	**Weakness – W** A list of all weakness owned .
Opportunities – O A list of all of the opportunities that can be identified **Threats – T** A list of all a threat that could be identified .	**Strategi – SO** Use all the power possessed to make use of the opportunities that prevail . **Strategi - ST** Use all the powers just enough to get out of every threat	**Strategi - WO** Overcome all weakness with taking advantage of all opportunities have . **Strategi - WT** Press all weakness and had every threat .

sources of: (Irham Fahmi, 2013).

H. Matrix Quantitive Strategic Planning (qspm)

In literature dealing with design, there is one technique analysis can be used for determining kemenarikan relatively (relative attractiveness on the implementation of alternative strategy.The following are eight the stage of how to the determination of strategy built through qspm matrix.The phase that referred to is :

1. Make a list opportunities , threat , the power , and weakness company dikolom the left qspm .This information taken from efe matrix and cuticular matrix. At least ten external critical success factor and internal critical success factor incorporated into qspm.
2. Give weight in each external and internal key factor success.This weight same to that of the in efe the matrix and cuticular the matrix.
3. Minutely matriks-matriks on stage 2 and identify strategy alternative its to be considered company.Write the strategies this to above lines qspm .Bundle up into the strategies the whole mutually exclusive, if possible.
4. Decreed attractiveness score (us) , namely value showing kemenarikan relatively for each strategy chosen .Attractiveness score set by means of research each external and internal key factor success .Limit value attractiveness score is 1 = unattractive , 2 = rather interesting , 3 = logically interesting , 4 = very interesting .
5. Number total attractiveness score .It is obtainable of multiplication rating (stage 2) with attractiveness score (stage 4) in each line .Total attractiveness score show relative attractiveness of each alternative strategy .
6. Count sum total attractiveness score .Jumlahkan all total attractiveness score on each column

qspm .Of some value bag obtained , value bag of alternatives strategy tertinggilah which indicates that alternative that strategy who are the dominant choice for .

Table 6. The basic shape qspm

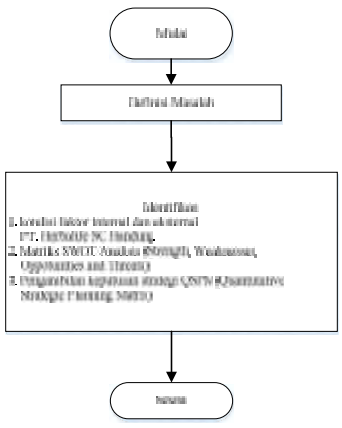
Main Factor	weight	alternative1		alternative 2	
		AS	TAS	AS	TAS
opportunities					
.....	.....	.....	.....	.....	.....
Threat					
.....	.....	.....	.....	.....	.....
strength					
.....	.....	.....	.....	.....	.....
Weakness					
.....	.....	.....	.....	.....	.....
Total	.....		.....		.....

sources of: (Fred R, David, 2011).

III .The results and the discussion

A. Identify the condition of the internal factor and external

This stage aimed at identifying information from the problems that are found on the company pt .Herbalife sc bandung by using flowchart as a basis for analyzes major problem.



Picture 1. Flowchart problem solving

Table 1. Recapitulation the internal factor

Faktor *Internal*	strength	weakness
Organization and management	a. regulations applied to company does not hinder in decision making. b. the company is able to compete with other companies. c. Wage or salary given the company follows local regulations.	a. the Division of tasks and responsibilities respectively less than optimal. b. organizational structure formed is too simple, so haven't been able to coordinate the company well. c. the company felt less Attention towards employees.
marketing (marketing mix)	a. product quality resulting either and always maintained . b. promotion , advertising and pubikasi in doing just compliance with the wishes of the company . c. distribution channels may good	a. system for the marketing directly (door to door collection) resulting in pressure on power its sales (determine by its sales target). b. the selling price remained high
Human resources	a. human resources having knowledge , and skills good	a. lack of labor . b. time off employees disturbed .
	communication (have received training first) . b. familial relationships that tightly between her fellow employees . c. position promotion motivate employees .	
Facilities	a. having cooling devices luminance room. b. to own a means of lighting luminance room. c. to own a means of auxiliary verb such as computers.	a. room temperature sometimes too cold that it threatened health employees. b. software computer not renewed

Table 2. Recapitulation external factors

Faktor *Eksternal*		**Peluang**	**Ancaman**
Macro the general environment	Economic aspect	a. the economic growth the so as to affect to turnover company .	a. product prices follow the rupiah exchange rate , if the value of the rupiah increased turnover increase in contrast if the value of the rupiah declining turnover fell .
	Political aspects	a. government policy in the face of free market provide the opportunity to company to develop company freely .	a. the act of anti monopoly and the act of consumer protection .
	Social aspects	a. the population growth a year will improve their market for the company	a. Purchasing power of the community is very much dependent on the condition of the economy , so when declining economic condition , purchasing power of the community decreased so that it becomes a threat to the level of sale of the company
	Aspects technology	a.information technology more advanced . b. technologies that make it easier for computer-based every activity . c. the product and packaging high quality and of good quality	a.The condition of information technology the rapidly cause competition between the company would is tight . b. technological progress led the act forgery and fraud to products . c. product price tend to be more expensive
Environment micro industry	Customers	a. unmannerly consumers who selective and sensitive to the quality products and services provided b. marketing were on the internet and newsprint .	a. power bargain consumers high . b. product marketing lost competitiveness of to the product a competitor who have installed on media advertising television or radio so that lack of the consumers in know products
	Competitors	a. the existence of a competitor can be yardstick to further improve the quality and the product of a quantity .	a. the emergence of competitors new to the product similar

B. Matrix internal factor evaluation (IFE)

The matrix of cuticular used to know factors internal company pertaining to the power of and weakness that are considered important .Data and information aspects internal company can be developed of several functional company , for example from management aspects of , financial , human resources , marketing.

Table 5. *Matriks Internal Factor Evaluation* (IFE) factor strength.

V	strength			
	***Internal* Factor Evaluation**	**weight**	***Ratting***	***Score***
1	Rules that applied in companies not burdensome employee	0,059	3	0,178

5	Salary received on time	0,066	4	0,263
6	Large and type of allowances received is in accordance	0,046	3	0,138
9	Enforce discipline leaders emphatically .	0,059	3	0,178
10	The management always notice level of occupational safety employees	0,046	3	0,138
11	The relationship between employee in the workplace well developed he	0,064	4	0,254
12	Work environment encourage spirit an employee in finish the job .	0,061	4	0,246
13	Leaders in judging work performance employees objectively	0,048	3	0,145
14	Employees communication with leader interwoven with either in completing an employment problem	0,048	3	0,145
16	A promotion company did motivate employees to more developed and forward .	0,042	4	0,168
20	The lighting and room temperature not interfere in implementing work .	0,061	4	0,246
Total		**0,601**		**2,098**

Table 6. *Matriks Internal Factor Evaluation* (IFE) faktor weakness.

V	weakness			
	***Internal* Factor Evaluation**	**weight**	***Ratting***	***Score***
2	A division of labor and responsibilities of employees given companies did not in accordance with skills owned	0,050	3	0,151
3	division of labor and responsibilities of employees given company not according to rule set.	0,029	2	0,057
4	Their salary not in accordance with workload and responsibilities .	0,046	3	0,138
7	Employees work under pressure	0,042	2	0,083
8	Sanctions applied to employees.	0,057	3	0,171
15	Leaders not always make briefing to an employee in any work .	0,042	2	0,083
17	Break time not in accordance with the time determined	0,042	2	0,083
18	Overtime solid	0,055	3	0,164
19	Facilities provided the company had no complete and fit for use	0,037	2	0,075
Total		**0,399**		**1,007**

D. External matrix factor evaluation (EFE)

The matrix of efe used to evaluate external factors company. external data collected to analyze it concerning the economic, social, culture, environment, political, government, law, technology, competition in the industrial market where company is be.

Table 7. *Matriks Eksternal Factor Evaluation* (EFE) faktor opportunities.

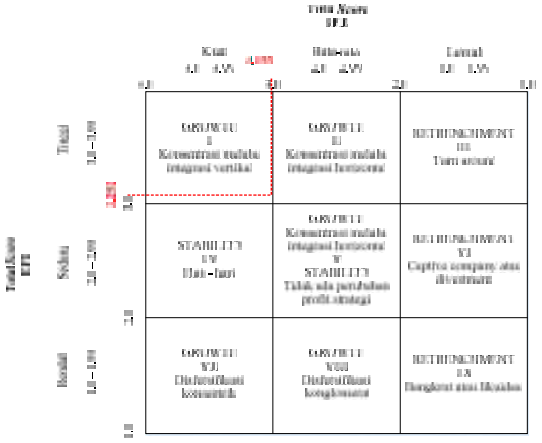
opportunities				
No	***Eksternal Factor Evaluation***	**weight**	***Ratting***	***Score***
1	Profit the sale of products herbalife highly profitable	0,061	4	0,244
5	Packaging protect the contents of the product of temperature excess and pollution a pungent smell	0,058	4	0,231
6	Design packaging products interesting	0,057	4	0,229
7	Packaging not easy to break	0,059	4	0,235
8	Packaging easily opened and used .	0,056	4	0,223
10	Product quality herbalife better than products competitors .	0,055	3	0,165
11	Existing content in herbalife products better than the competitor product	0,054	3	0,162
12	Services in pt .Herbalife sc bandung friendly .	0,056	4	0,223
13	Services in pt .Herbalife sc bandung fast .	0,055	3	0,164
14	The waiting room comfortable	0,057	4	0,227
15	Service operators always in the wrong place .	0,054	3	0,162
19	Herbalife products attractive to the middle upward	0,049	3	0,148
TOTAL		**0,67**		**2,412**

Tabel 8. *Matriks Eksternal Factor Evaluation* (EFE) faktor threat

threat				
No	***Eksternal Factor Evaluation***	**Bobot**	***Ratting***	***Score***
2	Product price herbalife depends the rise and fall value exchange rate dollars	0,042	3	0,127
3	Herbalife products not sell quickly .	0,037	2	0,073
4	Purchasing power of buyers depending on the condition of its economy .	0,042	3	0,127
9	A relatively high price	0,046	3	0,137
16	Power bargain consumers high	0,049	3	0,146
17	Herbalife products not easily known in the market .	0,037	2	0,074
18	Herbalife products in greater demand than products competitors	0,037	2	0,074
20	Many products nutrients similar with products nutrients herbalife so impact on the sale	0,04	3	0,121
TOTAL		**0,33**		**0,88**

F. Matrix ie (internal and external)

Parameter used that is an internal force companies and external influences faced by company .Matrik ie beneficial to position an enterprise into matrik consisting 9 cells .



picture 2. Matriks IE *(Internal* dan *Eksternal).*

Of the results of data processing matrik cuticular and efe, obtained value cuticular of 3.105 and efe of 3.292, it can be seen that pt.Heralife sc bandung located in cells no 1, by using growth strategy that is

strategy growth and concentration through integration vertical (a cell 1).

G. Matrix SWOT

Matrix strengths weaknesses opportunities threats (SWOT) is matching tool important to help managers develop four type strategy .Fourth type strategy referred to are:

1 .Strategy so (strengths-opportunities) .
2 .Strategy wo (weakness-opportunities) .
3 .Strategy st (strenghts-threats) .
4 .Strategy wt (weakness-threats) .

Table 10. *Matriks* SWOT.

IFAS → / **EFAS** ↓	**Strengths – S** • regulations applied in company not burdensome employees . • salary received timely . • large and type received allowance fits • led discipline firmly . • company management always notice level of occupational safety employees . • the relationship between employee in the workplace well developed he . • working environment encourage spirit employee in finish the job . • leaders in assessing work performance employees objectively . • communication employees with leader proceeding smoothly in solving the job . • a promotion company did motivate employees to more developed and forward . • the lighting and room temperature not interfere in implementing work	**Weakness – W** • division of tasks and responsibility employees given companies did not in accordance with skills owned . • division of tasks and responsibility employees given company not according to rule set . • their salary not in accordance with workload and responsibilities . • employees work under pressure . • sanctions applied injurious employees . • leaders not always make briefing to an employee in any work . • break time not in accordance with the time determined . • hours of overtime solid . • facilities provided companies did not complete and being used.
Opportunities – O • advantage the sale of herbalife extremely beneficial . • packaging protect the contents of the product of temperature excess and pollution a pungent smell . • design packaging products interesting . • packaging not easy to break . • packaging easily opened and used . • product quality herbalife better than products competitors . • what is in products herbalife better than products competitors . services in pt .Herbalife sc bandung friendly . • services in pt .Herbalife sc bandung fast . • the waiting room a comfortable . • operator service always in the wrong place . • products herbalife interested in the middle upward . **Threats – T** • product price herbalife depends the rise and fall value exchange rate dollars. • products herbalife not sell quickly. • reduced purchasing power of buyers depending on their economic condition. • a relatively high price • power bargain consumers high • products herbalife not be known dipasaran. • products herbalife in greater demand than products competitors. • many products nutrients similar with products nutrients herbalife so impact on the sale.	**Strategi – SO** • increase of its marketing by means of promotion, showing advertising a product in all media (print, the internet, television). • improve the quality of human resources existing. • do leadership regeneration to open the new thinking. **Strategi - ST** • always monitor the condition of the external conditions as the condition of the economy , social , political , the environment , and technology continue to grow and it is always changing , to anticipate the excess expenditure . • keep , maintain , and increase the quality of the product . • keep a cooperative relationship with consumers .	**Strategi - WO** • looking for of the market segment of a larger to an existing product now . • introduce an existing product to the geographical area of the new . • add labor more berkopen . • regenerate , upgrading or renew an instrument working instrument an office that is now obsolete , to make it easy for an employee in to do their jobs . **trategi - WT** • pay attention to the welfare employees. • monitoring the development of the value of the rupiah. • hold sales package frugally or the addition of a bonus as sovenir, to attract new consumer. • hold sales by the price of a promotion to new consumer. • applying seminar knowledge of products nutrients to draw new consumer.

H. Quantitative strategies pllaning the matrix (qspm)

After conducted the formulation matrix internal and external training and matrix so continued to the selection strategy quantitative strategic planning the matrix (qspm).This matrix clearly show strategy alternative which to be elected a the best.

Quantitative strategic planning the matrix (qspm) is a device that used to evaluate a choice variety strategy alternative objectively based on the condition of the company of internal and external factors. The purpose is to assign qspm kemenarikan relatively (relative attractiveness).Of the strategies varied that has been chosen, to determine strategy which considered the best to implement.

The following were alternative choice strategy that is taken for company of result of formulating strategy training:

a. Strategy (so)
   - Increase of its marketing by means of promotion , showing advertising a product in all media (print , the internet , television).
   - Improve the quality of human resources existing.
   - Do leadership regeneration to open the new thinking.

B. Strategy (wo)
   - Looking for market share greater to an existing product now.
   - Introduce an existing product to the geographical area new.
   - Increase labor more berkopen.

- Regenerate , upgrade it or renew instrument instrument work office obsolete , to ease employees at tasks.

C. Strategy (st)

- Always monitor the condition of the external conditions as the condition of the economy , social , political , the environment , and technology continue to grow and it is always changing , to anticipate the excess expenditure.
- Keep , maintain , and increase the quality of the product.
- Keep a cooperative relationship with consumers.

D. Strategy (wt)

- Improving the welfare of employees .
- Monitoring the development of the value of the rupiah .
- Hold sales packages frugally or the addition of a bonus as sovenir , seeking to attract new consumer .
- Hold sales by the price of a promotion to new consumer .
- Seminar applying knowledge of nutrition products to draw new consumer .

Table 11. *Matriks* QSPM.

key factor		Weight	ALTERNATIF STRATEGI							
			Increase of its marketing by means of promotion, showing advertising a product in all media (print, the internet, television).		Introduce an existing product to the new geographical area .		Always monitor the condition of the external conditions such as the condition of economic , social , political , environment , and technology which continues to grow and it is always changing , to anticipate expenditure excess .		Improving the welfare of employees	
			AS	**TAS**	**AS**	**TAS**	**AS**	**TAS**	**AS**	**TAS**
EFE										
Opportunities										
1	Profit the sale of products herbalife highly profitable	0,061	4	0,244	4	0,244	4	0,244	3	0,122
5	Packaging protect the contents of the product of temperature excess and pollution a pungent smell	0,058	3	0,174	3	0,174	1	0,058	1	0,058
6	Design packaging products interesting	0,057	3	0,171	3	0,171	1	0,057	1	0,057
7	Packaging not easy to break	0,059	3	0,177	3	0,177	1	0,059	1	0,059
8	Packaging easily opened and used .	0,056	3	0,168	3	0,168	1	0,056	1	0,056
10	Product quality herbalife better than products competitors .	0,055	4	0,22	4	0,22	2	0,11	1	0,055
11	Existing content in herbalife products better than the competitor product	0,054	4	0,216	4	0,216	2	0,108	1	0,054
12	Services in pt .Herbalife sc bandung friendly .	0,056	3	0,112	3	0,112	1	0,056	4	0,224
13	Services in pt .Herbalife sc bandung fast .	0,055	3	0,165	2	0,11	1	0,055	4	0,22
14	The waiting room comfortable	0,057	1	0,057	1	0,057	1	0,057	1	0,057
15	Service operators always in the wrong place .	0,054	1	0,054	1	0,054	1	0,054	3	0,162
19	Herbalife products attractive to the middle upward	0,049	4	0,196	4	0,196	3	0,147	1	0,049
Threats										
2	Product price herbalife depends the rise and fall value exchange rate dollars	0,042	3	0,084	3	0,084	4	0,168	1	0,042
3	Herbalife products not sell quickly .	0,037	4	0,148	4	0,148	3	0,074	1	0,037
4	Purchasing power of buyers depending on the condition of its economy .	0,042	3	0,084	3	0,084	4	0,168	1	0,042
9	A relatively high price	0,046	3	0,092	3	0,092	4	0,184	1	0,046
16	Power bargain consumers high	0,049	3	0,147	3	0,147	1	0,049	1	0,049
17	Herbalife products not easily known in the market .	0,037	4	0,148	4	0,148	3	0,111	1	0,037
18	Herbalife products in greater demand than products competitors	0,037	3	0,111	3	0,111	1	0,037	3	0,074
20	Many products nutrients similar with products nutrients herbalife so impact on the sale	0,04	4	0,16	4	0,16	3	0,12	1	0,04
IFE										

Strengths										
1	Rules that applied in companies not burdensome employee	0,059	1	0,059	1	0,059	1	0,059	4	0,236
5	Salary received on time	0,066	1	0,066	1	0,066	3	0,132	1	0,198
6	Large and type of allowances received is in accordance	0,046	1	0,046	1	0,046	3	0,092	1	0,092
9	Enforce discipline leaders emphatically .	0,059	1	0,059	1	0,059	1	0,059	1	0,059
10	The management always notice level of occupational safety employees	0,046	1	0,046	1	0,046	1	0,046	1	0,092
11	The relationship between employee in the workplace well developed he	0,064	1	0,064	1	0,064	1	0,064	1	0,128
12	Work environment encourage spirit an employee in finish the job .	0,061	1	0,061	1	0,061	1	0,061	1	0,183
13	Leaders in judging work performance employees objectively	0,048	1	0,048	1	0,048	1	0,048	1	0,096
14	Employees communication with leader interwoven with either in completing an employment problem	0,048	1	0,048	1	0,048	1	0,048	1	0,048
16	A promotion company did motivate employees to more developed and forward .	0,042	1	0,042	1	0,042	1	0,042	1	0,042
20	The lighting and room temperature not interfere in implementing work .	0,061	1	0,061	1	0,061	1	0,061	1	0,122
Weakness										
2	A division of labor and responsibilities of employees given companies did not in accordance with skills owned	0,05	1	0,05	1	0,05	1	0,05	3	0,1
3	division of labor and responsibilities of employees given company not according to rule set.	0,029	1	0,029	1	0,029	1	0,029	3	0,058
4	Their salary not in accordance with workload and responsibilities .	0,046	1	0,046	1	0,046	3	0,092	3	0,138
7	Employees work under pressure	0,042	1	0,042	1	0,042	1	0,042	3	0,084
8	Sanctions applied to employees.	0,057	1	0,057	1	0,057	1	0,057	1	0,114
15	Leaders not always make briefing to an employee in any work .	0,042	1	0,042	1	0,042	1	0,042	1	0,084
17	Break time not in accordance with the time determined	0,042	1	0,042	1	0,042	1	0,042	3	0,084
18	Overtime solid	0,055	1	0,055	1	0,055	1	0,055	3	0,11
19	Facilities provided the company had no complete and fit for use	0,037	1	0,037	1	0,037	3	0,074	1	0,074
Total		**2,001**	**83**	**4.114**	**83**	**4.114**	**72**	**3,508**	**67**	**3,343**

IV. Conclusion and recommendations

A. Conclusion

Based on the results of data processing done it can be in extract conclusion on the purpose of research is:

I. The identification internal and external factors PT. Hebalife SC Bandung which support the implementation of marketing strategies or:

a. The internal factor
   Of 20 items petanyaan in kuisioner internal addressed to employees in pt .Herbalife sc bandung there are 8 (eight) items questions are valid and reliabel and items this question can be used as variable research to convince researchers continue research to the next stage.

b. The external factor
   Of 20 items petanyaan in external kuisioner addressed to distributor users products at pt .Herbalife sc bandung there were 9 (eight) items question being valid and it 's reliable and items this question can be used as a variable research to convince researchers continue research next stage .

c. The result of the total score a matrix cuticular seberas 3,105 and efe 3,292 as much as , the total score this for determining the position of the company where factors that are part part the power , weakness , opportunities and the threat will be inserted in matrik ie .

d. Of matrik internal-ekternal (ie) results from processing matrik cuticular and efe , obtained total score cuticular of 3,105 and efe of 3,292 , so pt .Herbalife sc bandung located in cells no 1 , by using growth strategy that is strategy growth and concentration through vertical integration .Concentration growth achieved by integration vertical by means of backward integration (takes over the function supplier) or by means of forward integration takes over the function distributor) .This is the main strategies for the company that has position competitive market strong (the high market share in a defenseless industry high tensile .To increase the power of business or position kompetitifnya , this company has to make an effort to minimize the cost and operation inefficient to control quality and distribution of a product. Vertical integration could be achieved through resources internal and external.In this strategy may also be convened

the act of market penetration, and that is find the market for the larger products or services already is, passing marketing business more aggressively.Or doing market development in terms of introducing products or services existing to the geographical area new.

II. The proposal marketing strategies of the strategy training and qspm to increase the competitiveness of or:

1.Of the results of the analysis metric training can produce four guerilla strategy including terrorist tact alternative:

a. Strategy (so)
- increase of its marketing by means of promotion, showing advertising a product in all media (print, the internet, television).
- improve the quality of human resources existing.
- do leadership regeneration to open the new thinking.

B. strategy (wo)
- looking for market share greater to an existing product now.
- introduce an existing product to the geographical area new.
- increase labor more berkopen.
- regenerate, upgrade it or renew instrument instrument work office obsolete, to ease employees at tasks.

C. strategy (st)
- always monitor the conditions of external as economic conditions , social , political , environment , and the technology continue to grow and always berubah-ubah , to anticipate excess expenditure .
- keeping , maintain , and improve quality products .
- keep a cooperative relationship with consumers .

D. strategy (wt)
- memperhatikankesejahteraan employees .
- monitoring the development of the value of the rupiah .
- hold sales package frugally or the addition of a bonus as sovenir , to attract new consumer.
- hold sales by the price of a promotion to new consumer .
- applying seminar knowledge of products nutrients to draw new consumer .

2. The result analysis of the matrix quantitative strategic planning (qspm) can be concluded that there are two strategy chosen namely strategy 1 (so) and strategies 2 (wo) , because they have the greatest value same namely 4.114 through his strategy that is:

a. strategy (so)
- increase of its marketing by means of promotion , showing advertising a product in all media (print, the internet, television)
- improve the quality of human resources existing .
- do leadership regeneration to open the new thinking .

b. strategy (wo)
- looking for market share greater to an existing product now .
- introduce an existing product to the geographical area new .
- increase labor more berkopen .
- regenerate , upgrade it or renew instrument instrument work office obsolete , to ease employees at tasks .

B. Advice

1. Company can increase of its marketing by means of promotion , showing advertising a product in all media (print , the internet , television) .
2. Company will increase the quality of human resources existing .
3. Company can perform leadership regeneration to open the new thinking .
4. Looking for market share greater to an existing product now .
5. Introduce an existing product to the geographical area new .
6. Increase labor more berkopen .
7. Regenerate , upgrade it or renew instrument instrument work office obsolete , to ease employees at tasks .
8. The formulation strategy that had been developed by peneiti should be considered by the company so that it can be in implementasikan with a view to solving problems that currently faced by by the company now.

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