ABSTRAK

Nomor Mahasiswa   : 2013070280 & 2013070282

Nama Mahasiswa   : Albertus Aditya dan Ardya Rifiantara

Program/Angkatan : Eksekutif Muda/9

Judul Thesis   : Strategi Pemasaran Bright C-Store 2015-2018

Pokok Permasalahan :

Bright C-Store adalah minimarket di SPBU Pertamina yang merupakan salah satu produk dari PT Pertamina Retail. Di Jabodetabek, sebagai salah satu region utama tempat Bright C-Store, total terdapat 128 gerai dari total 287 gerai di seluruh Indonesia. Di Jabodetabek, baru 20% gerai yang memiliki omzet per hari yang sudah optimum. Selain itu berdasarkan wawancara, saat ini rata-rata baru terdapat 3% pelanggan SPBU Pertamina yang berbelanja di Bright C-Store. Tesis ini bertujuan untuk menyusun Strategi Pemasaran Bright C-Store tahun 2015-2018 sehingga diharapkan melalui strategi pemasaran ini dapat meningkatkan jumlah pembeli di Bright C-Store di masa mendatang. Metode penelitian yang dilakukan yaitu melalui pendekatan kualitatif, dengan data didapat melalui pengamatan lingkungan, wawancara dan kuesioner pelanggan. Sedangkan penyusunan strategi pemasaran menggunakan metode Market Based Management (Best, 2013). Metode ini melakukan penilaian terhadap Market Attractiveness Score dan Competitive Advantage Score dari Industri Minimarket SPBU dan Bright C-Store. Berdasarkan penelitian, Market Attractiveness Score yaitu 67,8 dan Competitive Advantage Score yaitu 39,7. Persilangan dari nilai tersebut berada pada kuadran II yang berada di tengah atas, sehingga strategi yang diambil adalah strategi offensive, invest to grow. Melalui pilihan strategi ini, setelah melaui analisa STP (Segmentating, Targeting, Positioning), selanjutnya disusun program-program berdasarkan Pembauran Pemasaran Ritel (Lokasi, Harga, Merchandise, Promosi, Atmosfir dalam Gerai).

Kata kunci : market best management, marketing attractiveness score, competitive advantage score, pemasaran, ritel, minimarket SPBU

ABSTRACT

Bright C Store is one of business line that belong to PT Pertamina Retail. In Jabodetabek, there are 128 chain of stores of total 287 stores in Indonesia. There are only 20% stores that enjoying optimum daily sales in Jabodetabek. According to the interview with management, at this time the average of Pertamina Gas Station's consumer who shop in Bright C-Store are only 3%. This thesis aims to build and suggest a Marketing Strategy for Bright C-Store in 2015-2018, so that in the future it is estimated that Bright C-Store has consumer number improvement. The research method which was done was qualitative method with datas from external assesment, interview and consumer questionnaire. Then the strategy was adapted from Market Based Management (Best, 2013). The output came from the analysis and scoring of Market Attractiveness (MA) and Competitive Advantage (CA). Based on analysis, the Market Attractiveness Score of Gas Station Minimarket Industry is 67.8 and the Competitive Advantage of Bright C-Store is 39.7. The crossing of MA and CA score is located on Quadrant II. Among the strategy options in that quadrant, the strategy that was chosen is Offensive Strategy, to do Invest to Grow. Then, based on that strategy, STP (Segmentating, Targeting, Positioning) analysis and retail marketing mix analysis were done to have implementation planning.

Key word : market best management, marketing attractiveness score, competitive advantage score, marketing, retail, Gas Station Minimarket