ABSTRACT

Name	: 1. Muhammad Perdana Prihadianto
	2. Susanto
Program / Batch	: Master of Management Eksekutif Muda / IX
Thesis Title	:**MARKETING STRATEGY of PT XYZ as DISTRIBUTOR of PATIENT MONITOR PRODUCT in GREATER JAKARTA AREA 2016 – 2018 PERIOD**
Graduation Year	: 2015
Abstract	:

This thesis examines the marketing strategy formulation of patient monitor in PT XYZ by performing internal and external analysis which are then developed through the portfolio analysis to generate the selected strategies. From the analysis of market attractiveness and competitive position obtained Portfolio Market Strategies and Strategic Plan which resulted in several alternative strategies. Next selected strategy will be translated into the implementation plan in STP (segmentation, targets and positioning) and 7p (product, promotion, price, place, people, physical evidence and process).

The result of this thesis shows, Portfolio Analysis pointed to top right quadrant, so the selected strategy was offensive strategy and grow revenue per customer. Furthermore PT XYZ needs to develop and implement selected offensive strategy as well as periodic monitoring of the implemented strategy.

Keywords: portfolio analysis, Portfolio Strategies and Strategic Market Plan, STP and 7P

ABSTRAK

Nama : 1. Muhammad Perdana Prihadianto

2. Susanto

Program / Angkatan : Magister Manajemen Eksekutif Muda / IX

Judul Tesis :**STRATEGI PEMASARAN PT XYZ SEBAGAI DISTRIBUTOR PRODUK PATIENT MONITOR di WILAYAH JAKARTA PERIODE 2016 – 2018**

Tahun Kelulusan : 2015

Abstrak :

Tesis ini membahas perumusan strategi pemasaran produk *patient monitor* PT XYZ dengan melakukan analisis internal dan eksternal yang kemudian dikembangkan melalui pendekatan portofolio analisis untuk menghasilkan strategi yang akan dipilih. Dari hasil analisis *market attractiveness* dan *competitive position* diperoleh *Portfolio Strategies and Strategic Market Plan* yang menghasilkan beberapa alternatif strategi. Selanjutnya strategi terpilih dituangkan dalam rencana implementasi strategi dalam STP (*segmentation, target dan positioning*) dan 7p (*product, promotion, price, place, people, physical evidence, dan process*).

Hasil penulisan tesis ini menunjukkan, *Portfolio Analysis* menunjuk pada kuadran kanan atas, sehingga *offensive strategy* yang terpilih adalah *grow revenue per customer*. Selanjutnya PT XYZ perlu mengembangkan *offensive strategy* yang terpilih serta melakukan pengawasan secara berkala terhadap strategi yang diimplementasikan.

Kata kunci: portofolio analisis, Portfolio Strategies and Strategic Market Plan, STP dan 7P