

STRATEGI PEMASARAN PT. XYZ DALAM USAHA MENINGKATKAN PENJUALAN BAHAN BAKU KIMIA

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PT. XYZ is a private multinational company engaged in chemical type commodities trading with sodium sulphate, sodium carbonate and hydrogen peroxide — three of the most common chemicals used in textile, pulp & paper and detergent industries — as their main traded commodities. Being a trading company, their main activity has only been focused on solely trading so far with other traders both locally and overseas. Only a few years back around 2015 that the company started seeking for an opportunity to be a supplier targeting end-users, in this case the textile and detergent industries. Indonesia being one of the most prospective countries in South-East Asia become the main market target for the company. Many opportunities lie ahead especially in the year 2018 and 2019 where the political year will take place. Albeit many opportunities available and the company has had many experiences as an international trader marketing plan is not to be ignored, especially when the company is still relatively new as a supplier. Based on last year sales revenue alone, PT XYZ placed third among four other companies, positioning PT XYZ as a market follower and thus needed to formulate a strategy to achieve higher sales. The analytical method used in this thesis will be using SOAR tool instead of SWOT analysis and translated into Treacy and Wiersema's value disciplines. consisted of three strategies, i.e. operational excellence, customer intimacy and product leadership. After careful analysis, it is recommended for the company to use a combined strategy of operational excellence and customer intimacy.

Keywords : trading, chemical, supplier, value disciplines, SOAR, distributor