

PENGEMBANGAN BISNIS KULINER NASI BAKAR MELALUI STRATEGI PEMASARAN ENTREPRENEURIAL

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This research aims to find out what is the most fitting marketing strategy for small to medium scale food and beverage industry in Indonesia, especially in big urban area. In this research, we use SWOT analysis method to find the factors that affecting the industry which is compulsory to get which marketing strategy is fit for this industry.

The conclusion of this research is that entrepreneurial marketing strategy is the most fitting choice for small to medium industry. In entrepreneurial marketing strategy, the industry need to concern themselves on innovation and creativity to ease their dependency on raw materials and leverages their standing using unorthodox techniques, which is very essentials for most of small to medium industry. The marketing strategy, formulated for the industry in this research, are mainly focused on using technological advancement and Internet based marketing to engulf mass of consumer in most effective way.

Keywords: Marketing Strategy, Entrepreneurial Marketing, Technology and Internet Based.