

STRATEGI PEMASARAN PRODUK MI INSTAN PADA PT XYZ DALAM MENINGKATKAN SALES REVENUE

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The main aim of this research is to found out the Marketing Strategy for Instant Noodles Product in XYZ, PT in order to increase sales revenue.

The research is a descriptive dissertation type of research that is using secondary and primary data as well which was obtained from an interview with the management from XYZ, PT.

Using an analysis from the company position based on strategic positioning by analyzing the external and internal factor as well the industry environment, into a SWOT analysis and using research tools such as EFE Matrix, IFE Matrix and IE Matrix to ensure the selected strategy to the company is based on the actual condition based of the SWOT factors analysis.

The result of this research concludes that the company is in the Grow and Build Quadrant. An Intensive strategy such as market development, market penetration and product development is best suited for the company which located in that quadrant.

Keyword: Strategic Marketing, SWOT Analysis, Strategic Position Analysis, instant Noodles.