

STRATEGI PEMASARAN ENTREPRENEURIAL JASA KONSULTAN PAJAK (KASUS PADA KONSULTAN PAJAK LCO)

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Ludony & Co Tax Consultant is a startup company that provide services in field of tax. This company established at 2011 and registered at Directorate General of Tax since 7 March 2012. Because of more competitors and rapid change of Tax Industry, Ludony & Co Tax Consultant requires to develop business strategies in order to compete in the industry and gain more company value and profit. To develop new strategies for compete, Ludony & Co use environmental analysis that include the internal and external environment of company, also to compete with new competitor the strategy is using Entrepreneurial Marketing that contain discussion forum, seminar, and mouth to mouth marketing that differ the strategy from previous traditional marketing. To define company value, Ludony & Co use SWOT, STP, and Marketing Mix to value and review company to adjust marketing strategies to match the required development or results. The result of these research give positive feedback that there is still a lot of opportunities and space of development that can increase the company value and reach company vision and mission.

Keywords: Tax Consultant, Business Development, Marketing Strategies, Entrepreneurial Marketing, Entrepreneurial Strategis.