

ABSTRACT

This research was aimed to formulate marketing strategy for PT. Satyaraya Keramindoindah who have trade brand is Roman Ceramics for the period of 2010. Qualitative method by data collecting and research for PT. Satyaraya Keramindoindah management. Was used analyze the case, furthermore, strategic tools which were used covered matrix EFE, IFE, and SWOT.

Results showed that influencing external factors of marketing strategy of Roman Ceramics were : (1) economic global was crisis at the end of 2008 and early 2009; (2) the highest brand awareness was build for Roman Ceramics in local market; and (3) the highest selling price for between Roman and others.

The influencing internal factors of marketing strategy of Roman Ceramics are : (1) have loyalty consumer brand to Roman; (2) mode and design of architecture well respected in people in Indonesia; (3) Roman Ceramics management is doesn't realize how important brand communication in media activities.

Based on external and internal factors above, it can be concluded that strategy which should be perform by Roman Ceramics in next 2010 is the improvement of media communication activities in several media it make deep interactive with the customer and make selling number improvement for the next step.