

## ABSTRACT

*Market Changing and growth with rogorious competition will require a creative and an innovative marketer to set marketing strategy. Brand strategy is one of many strategy that can be used to face the challenges. With strong brand can stick the relationship between consumer and companies. Brand can be figured as: an anchor, sign, even as trusted friend. It can attract the consumer by guiding them to find any goods with highest value or it's kind of companies promise to their costumer.*

*Author has choose PT. Cipta Mortar Utama as a research object. This company needs a strong base for its business platform. Since 1996, this company focused its business to project segment with high fluctuation demand and uncertain demand. This is a risk condition for PT. Cipta Mortar Utama.*

*PT. Cipta Mortar Utama must set its business to retail segment. This segment more stabilize than project segment. But itsn't easy to enter this segment. PT. Cipta Mortar Utama must able to carry its product named Mortar Utama to take apart in consumers mind.*

*Many programs can be used to support brand strategy, one of them is by using marketing mix strategy. Hope it can build a strong brand. By using statistic test, we can measure and assure that marketing mix has a relationship to strong brand building. That's why it can be a reasonable base for PT. Cipta Mortar Utama to set its business strategy.*

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M E R C U B U A N A