

ABSTRACT

The competition for granite tile market in the last five years is increased greatly in Indonesia. There have been at least six different brand for this kind of granite tile that sold in the country. One of the reason that caused this to happen is the change in people's way of thinking about houses should be more estetic in looking , and the market for this product is the teenager and young people. This young peoples is a great potential market because of their dynamic habits to try new things.

To face the competition in the granite tile, PT Asri Pancawarna launches two granite tile different brand, one of them is Indogress. This product is still very young and need to be supported with a well-designed marketing strategy in order to compete with other brands in the market. But this strategy will be useless if this brand doesn't have a good quality product, a well-timed launching to the market, a good price and a good distribution channel.

The purpose of this experiment are to know the Segmentation, targeting, and Positioning, consumer expectation for the Indogress brand, marketing mix and operational marketing strategic which proper for Indogress product. Observation that have bee done among the ritail shops loated around Percetakan Negara of as the biggest market place in Jakarta that especially sell granite tile.

A good marketing strategy must always based on the customer's wants. So Indogrss product needs a preference from the customers in order to create a good granite tile from it's taste and mechanical factors. The people's preferences and perceptions about Indogress quality is gained from questioners and blind tests that will be performed. With the right marketing strategy plan, Indogress is hoped to be a great asset to the firm.