

ABSTRACT

Formulation process of marketing strategy is a process that started with market opportunity analysis, researching and choice the market target, concepting market strategy that consist of 4P (product, price, place, promotion) and organizing, doing and ending by controlling and evaluating market. Marketing strategy is not an ending that stop at that time, but it's not also a first step that will use by the company to correction or changed their marketing strategy later. This strategy is used by the company for making the company keep their commitment to be a company driven and aware with changing that happen in their environment internal or external.

Market changing that faced by bricks industry are some problems, factor that cause changing in external environment of the company, factors that being power and weakness the company, company position with using the internal and external matrik.

By using the market strategy factors, market strategy in bricks production will be evaluated. With marketing strategy will be scoring the effectivity marketing strategy that have been used, therefore we can take action to keep or to improve the strategy that have been used, or changing with a new marketing strategy if it's not appropriate by the standard and the criteria that have been made.

U N I V E R S I T A S
M E R C U B U A N A