

## **ABSTRACT**

*The aim of this marketing strategy formulation is to find the best alternative strategy through scientific marketing strategy formulation.*

*A comprehensive strategy formulation framework by David was the method applied in this thesis. This technique has 3 stages : (1) Stage 1, Input Stage. Consist of External Factor Evaluation Matrix, Internal Factor Evaluation Matrix, and Competitive Profile Matrix. (2) Stage 2, Matching Stage. Consist of SWOT Analysis and Internal External Matrix. (3) Stage 3, Decision Stage. Using Quantitative Strategic Planning Matrix. The most attractive alternative strategy become the basic strategy which next will be used in marketing program. The marketing program approach are market segment, market target, positioning, and marketing mix (product, price, promotion, and place).*

*Result of strategy formulation is market penetration , it shown as the most attractive strategy. All the marketing program should be made based on market penetration strategy.*

Keywords : marketing strategy, formulation method stages



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