

ABSTRACT

Karimah, IvaDhatul, 2012. THESIS. Title: "The Analysis of Marketing Strategies in Small and Medium Enterprises (SMEs) (Case Study On GS4 Woodcraft SMEs)"

Advisor :Yayuk Sri Rahayu, SE.,MM.

Keywords : Business small and medium enterprises (SMEs), marketing strategy

Small and medium enterprises (SMEs) as an economic safety net in times of large companies are in a market full of competition. That requires a marketing strategy in surviving in the market. Marketing is an important part of an effort to introduce their business and sell its products to consumers. SME owners or managers often understand marketing in general, while the common marketing or complex marketing theories may not be suitable for small and may not be helpful in understanding their markets.

The purpose of this study is to determine the marketing strategy adopted by SMEs GS4 Woodcraft by market selection, product planning, price fixing, distribution systems and marketing communications (promotion). More over, to know role in the development of marketing strategies and asset turnover, demand, employment and partnership. In this study the writer uses qualitative descriptive type of research study to describe the problem and the results are to interview techniques, observation and documentation. The data can be analyzed to reduce the data then presented and concluded to answer the problem.

From the research that has been done can be concluded that the GS4 Woodcraft conduct such marketing strategies by setting the market on mothers and children among intermediate mark-up, planning products as distinctive products in Malang by emphasizing the GS4 product characteristics and fixing prices by region pricing system as well as the loss leader pricing, distributors for the system used is the distribution of direct and indirect distribution of strict and direct marketing communication with the Internet in addition to the exhibition and also with public relations. From marketing strategies have done there is role to the development and asset turnover, demand, employment and partnership SMEs GS4 role by Woodcraft.