

ABSTRACT

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Keywords : Market Challenger, General Strategy, Special Strategy

Company is demanded to be able to make a marketing and apply the strategy in facing an health competition which is taking the role as market leader, market challenger, market follower, or market nicher. Citra Kendedes *Cake and Bakery* comes as a market challenger that is still keep on trying to apply many kind of its strategy in facing the competition. The aim of this research is to find out the strategy in facing the competition that Citra Kendedes *Cake and Bakery* in Malang Raya applied include the effects.

This research used descriptive qualitative method. The data in this research was achieved by doing interview, observation, and documentation. The development of data was done by using triangle data from sources.

The result of this reseach showed that in facing the competition, Citra Kendedes *Cake and Bakery* in Malang Raya applied many kind of startegy. Including general strategy and special strategy based on theory. General strategies are : Frontal Attack, Flanking Attack, Encirclement Attack, and Bypass Attack. Special strategies are : discount strategy, cheaper product strategy, prestise product strategy, multiply product strategy, product innovation strategy, services strategy, innovation distribution strategy, cost pressing strategy, intensive promotion strategy. Beside that, there are also a few kind of strategy, they are : special products promotion begins every 13th, Open Kitchen strategy, discount or special discount in special event, like showing care of Citra Kendedes *Cake and Bakery* for their customer in christmast, where every counter provides 3 tarts for their customer who celebrate their birthday on Desember 25th. Free delivery service system, and make a small company 'Proti' that reach any kind of low level consumer.