MARKETING MIX STRATEGY ANALYSIS OF PT. TRADE SERVISTAMA INDONESIA BASED ON THE IMPLEMENTATION OF MARKETING STRATEGY FOR KNORR BUMBU DASAR FROM PT. UNILEVER INDONESIA TBK

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, not material which to a substantial extent has been accepted for the award of many other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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Chairman of the Examination Steering Committee Date

ABSTRACT OF THE THESIS

MARKETING MIX STRATEGY ANALYSIS OF
PT. TRADE SERVISTAMA INDONESIA
BASED ON THE IMPLEMENTATION OF MARKETING STRATEGY
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Every distributor has its own marketing strategy to distribute and sell every principle's product. Each principle has its own marketing strategy for its products. This thesis will discuss about PT. Trade Servistama Indonesia as distributor of Knorr products, which PT. Unilever Indonesia Tbk. as its principle.

PT. Trade Servistama Indonesia is a distributor and logistics provider. This distributor not only distributes Knorr products, but also other products such as B29, Paseo, Nice Tissue, and Frisian Flag. PT. Trade Servistama Indonesia is also logistic provider for Energizer and Cosmos. In the next year, PT. Trade Servistama Indonesia will also be the logistics provider for Yamaha Motor parts.

The purpose of this thesis is to study whether the current marketing strategy implemented by PT. Trade Servistama Indonesia for Knorr "Bumbu Dasar" is optimal or not in term of distribution and sales. Through this discussion, we may learn the key of success of PT. Trade Servistama Indonesia, which may benefit us when we face any other similar situation.

A descriptive study is taken under this thesis. The study is taken from two perspectives, customers and the company. It involves both qualitative and quantitative research. The data gathered is from interview with PT. Unilever Indonesia Tbk. as producer and principle, from interview from PT. Trade Servistama Indonesia and also questionnaire to customers (*Horeca).*

DEDICATION

I dedicate this thesis to my beloved family who has supported with me with their love, patience and prayers. Especially for my Mom, Lydia Suherman, Thank you for all your love, support, and prayers. Thanks to my beloved girlfriend, Winnie Chow, and friends who have supported me in my studies.

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Mr. Temmy, sales supervisor PT. Unilever Indonesia Tbk. and Mr. Bobby, sales manager PT. Trade Servistama Indonesia.

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