

BREAD BUSINESS MARKETING STRATEGY

Case Study at King Bakery Factory in Latsari Tuban

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ABSTRACT

This study aims to determine the strengths and weaknesses (environmental internal) as well as opportunities and threats (external environment) as well as formulating the right bakery business marketing strategy through SWOT analysis (Strengths, Weaknesses, Opportunities and Threats) analysis techniques Quantitative Strategic Planning Matrix are used to identify appropriate management strategies at the factory Roti King Bakery in Latsari, Tuban Regency which produces bread. The results of this study are used to determine the priority of marketing strategies for bread products at King Bakery. The method used in this research is descriptive qualitative. The author's data collection using interviews and documentation. The results showed that the company is in the cell I position in the IE matrix which is the stage of maintaining and maintaining. The main strategies in QSPM are (1) Adding modern technology tools and special promotion workforce by increasing demand, productivity and broad market share and consumer habits with a score of 6.004, (2) Maintaining the characteristics and quality of products and raw materials by utilizing style life and habits of consumers and society with a score of 5.952, (3) Utilizing and improving technology and quality of human resources to meet demand and a large market share with a score of 5.922.

Keywords: Marketing strategy, bakery business, SWOT, QSPM