

Marketing Strategy for Liquid Supplement Fertilizer CV Nugen Crop Indonesia

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ABSTRACT

CV Nugen Crop Indonesia is an industry that produces liquid supplement fertilizer in Jember. To face market competition, CV Nugen Crop Indonesia needs the right marketing strategies to marketing liquid supplement fertilizer in order to get optimal results. The objectives of this research are: (1) to find out internal and external factors in the marketing strategy for liquid supplement fertilizer CV Nugen Crop Indonesia, (2) to find out the appropriate strategy in the marketing strategy of liquid supplement fertilizer CV Nugen Crop Indonesia, (3) to find out a priority strategy from several alternative marketing strategies for liquid supplement fertilizer CV Nugen Crop Indonesia. The analytical method used in this research is to use the internal factor evaluation (IFE) matrix; the external factor evaluation (EFE) matrix; strenghts, weaknessess, opportunities, threats (SWOT) matrix; and the quantitative strategic planning matrix (QSPM) as determinants of priority strategies. The results of the IFE matrix showed a score of 3.087. The results of the EFE matrix show a score of 2.733. The results of the SWOT matrix formulate 11 alternative strategies. The results of the QSP matrix show the market development strategy as a priority strategy that can be implemented in the marketing strategy for liquid supplement fertilizer produced by CV Nugen Crop Indonesia.

Key words: marketing strategy, liquid supplement fertilizer, swot, qspm