

**MARKETING STRATEGY ANALYSIS TO INCREASE SALES VOLUME AT
PT SAPTA SUMBER LANCAR, AN IRON AND STEEL DISTRIBUTOR
COMPANY IN SIDOARJO REGENCY**

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ABSTRACT

This study aims to analyze the marketing strategy implemented by PT Sapta Sumber Lancar to increase the sales volume of iron and steel products, identify the internal and external factors affecting its marketing strategy, and formulate appropriate strategic alternatives based on SWOT analysis. This research employed a descriptive method with a qualitative approach. Data were collected through observation, interviews, documentation, and questionnaires distributed to the company's management. The data were analyzed using the Internal Factor Evaluation (IFE) Matrix, External Factor Evaluation (EFE) Matrix, Internal-External (IE) Matrix, and SWOT analysis. The results indicate that PT Sapta Sumber Lancar possesses a strong internal condition, as reflected by an IFE Matrix score of 3.10. Meanwhile, the company's external condition achieved an EFE Matrix score of 2.90, indicating that the company is reasonably capable of capitalizing on opportunities while addressing threats from the business environment. Based on the IE Matrix analysis, the company is positioned in Cell IV (Grow and Build), suggesting that the most appropriate strategies include market penetration, market development, and product development strategies. Furthermore, the SWOT analysis reveals that the Strengths–Opportunities (SO) strategy is the most suitable approach for the company. This strategy emphasizes leveraging the company's product quality, competitive pricing, professional customer service, and extensive distribution network to capitalize on opportunities arising from the growth of the construction sector and infrastructure development, while strengthening digital marketing initiatives and expanding cooperation with contractors and property developers. The implementation of these strategies is expected to enhance the company's competitiveness and achieve sustainable growth in sales volume.

Keyword: *Marketing Strategy, SWOT Analysis, Internal Factor Evaluation (IFE) Matrix, External Factor Evaluation (EFE) Matrix, Internal-External (IE) Matrix, Sales Volume, Iron and Steel Distributor*