STRATEGY ANALYSIS USING THE FIVE FORCES AND SWOT METHODS TOWARDS HANDMADE PRODUCTS OF CAD

Choirina Adhaditya

Universitas of Ciputra, Surabaya

INDONESIA

Emails: choirinadha@gmail.com

ABSTRACT

The purpose of this paper is to analyze the appropriate marketing strategy for a product that is handmade fashion accessories, in this case, the bag through five forces and SWOT strategy. This research was carried out by conducting surveys and research on the condition of the company, sales reports, questionnaires, surveys conducted during the exhibition and also interviews with three persons, namely customers, handmade entrepreneurs and marketing experts. Results from research surveys and interviews then inserted in the table IFAS and EFAS. The results of this table is the coordinates of the matrix diagram on the condition that the company can further be formulated marketing strategy adapted to the conditions at the company.

Keywords: qualitative, handmade product, marketing strategy, five forces, SWOT

INTRODUCTION

The creative industry in Indonesia is growing rapidly, including the fashion sector. Of the 14 sectors of the creative economy, the fashion industry is the largest contributor to GDP, amount to 43.02%. Followed by the handicraft industry of 25.12%. Fashion is the dominant sub-sector contribute to the economy, whether value added, employment, number of companies and export. Of the 14 sub-sectors of the creative industry, fashion and handicrafts are dominant sub-sectors that contribute to the economy, whether value added, employment, number of companies and export. (Source : new.indonesiakreatif.net)

The definition of creative industries by UK DCM Task Force 1998: "Creative industries as roomates Reviews those industries have Reviews their origin in individual creativity. Skill and talent, and the which have potential, for wealth and job creation through the general and exploitation of intellectual property and content" (Ministry of Commerce of the Republic of Indonesia : 15 : 2008), with another meaning of creative industry is an industry that has the original creativity. Skill and talent is a potential for creating new jobs through the exploitation of intellectual property and content.