

ABSTRACT

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

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Every company needs to have marketing strategies in selling its products or services. In this research, a marketing strategy is applied specifically on a handmade product so that the product messages will be well received to the customers. The product message and its value are very important, because the handmade products are made with passion and special skills related to handmade production process, such as the process of choosing the proper pattern, color, and other materials. Thus, the product is not only having excellent quality, but also it has such a personal message and value to its customer. Therefore, this research aims to market the handmade products through Five Forces methods and SWOT.

The research is done by doing observation and survey on the company condition, selling report, questionnaires, visitors feedback towards the products (survey was done during exhibition) and also interview with several correspondences, such as customers, handmade businessmen, and marketing experts. The results of the survey, observation and interview are being put into IFAS and EFAS tables. The results from those tables are coordinate points on matrix diagram, which show the company situation at 1st quadrant, where the company uses the strength to perform product excellence in any available opportunity.

Keywords : Handmade products, marketing strategy, five forces, SWOT, CAD