

Marketing strategy analysis: A case study on Pabrik Mesin Tenera, North Sumatra Indonesia

Abstract

This study aims to examine the strengths and weaknesses of Pabrik Mesin Tenera (PMT) Dolok Ilir PT. Perkebunan Nusantara IV, North Sumatra Indonesia in developing its production and creating appropriate strategies to compete in the market of palm oil industry. This industry is very much in demand, especially in North Sumatra as the land area of palm oil in 2007 itself has reached 970,603 hectares. The research findings revealed that the marketing mix of PMT, as outlined in the Cartesius diagram, as well as Place and Price are considered important factors by consumers in viewing Place as a kitchen that produces sufficient products on demand. Consumers also found the Prices offered are reasonable. The company should also upgrade its Product, Promotion and Service. The factors of People and Process seem to comply with the consumers' expectation, thus the company does not need to tackle these factors as their top priority. The company also needs to reform its organisation, marketing mix and strategies in order to boost its profit and image.