ABSTRACT

PURI WERDIYATI. Marketing strategy doll trade an business development CV. Hayashi Toys. Advised by H. MUSA HUBEIS as committee chairman, and NURMALA as member

CV. Hayashi toys is a company engaged in manufacturing and trading dolls. To date CV. HT daily production capacity of 1.000 – 1.500 pieces stuffed with a variety of sizes. The role of marketing is very important in determining the appropriate marketing strategy for a product, then in this case, marketing mix and environmental analysis (internal and external) can be one alternative for CV. HT in formulating marketing strategy and business development prospect in terms of the feasibility of product development. Purpose of this study : 1) Identify and evaluate the position and condition of CV. HT seen from internal and external factor. 2) Develop appropriate marketing strategies in developing the business forward.

CV. HT research sites are located on the road Blue Sapphire Raya no. 34-35, Rawa Lumbu, Bekasi. Further data were analyzed using Internal Factor Evaluation (IFE), External Factor Evaluation (EFE), Internal External (IE), Strengths, Weaknesses, Opportunities and Threats (SWOT) and Quantitative Strategic Planning Matrix (QSPM) as well as for the analytical method with the approach of financial ratios such as Payback Period (PBP), Benefit/Cost (B/C) Ratio, Net Present Value (PV) and Internal Rate of Return (IRR).

Results showed that alternative strategies may be applied to CV. HT in order of priority based on a matrix QSP. While the prospect for product development CV. HT doll, based on analysis of the feasibility of the approach to financial ratios such as NPV (5.103.701.518,42), Net B/C (1.29), IRR (20.62%), PBP (2.03), found that the company worth and prospective for development through the development of existing products.

Keywords : business development, doll, marketing strategy