
DEVELOPMENT OF MARKETING STRATEGY IN OFFICE STATIONERY COMPANIES OF MENTARI PRIMA

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Abstract

The purpose of this article is to explain the business development strategy of a stationary company. The problems that occurred in this company occurred during the Covid-19 pandemic which resulted in a significant decrease in revenue for the company. opportunities and threats facing the company. In addition, it also implements a marketing strategy of segmentation, targeting, and positioning (STP) as well as the 4P marketing mix, namely product, price, promotion, and place. The results of this study indicate that the SWOT analysis, as well as the STP strategy and the 4P Marketing mix, have succeeded in helping the company increase revenue which has now increased by 11%.

Keywords: *Business Development, SWOT Analysis, STP Strategy, Marketing Mix 4P*

INTRODUCTION

Office stationery company is a company that provides stationery needs to meet the needs for stationery supplies. Mentari Prima is a company that provides stationery needs such as marker ink products, markers, and whiteboard cleaners. this company has experienced a significant decrease in revenue since the covid-19 pandemic, therefore to solve this company's problems, a business development strategy is carried out using a SWOT analysis that is applied to determine the strengths, weaknesses, opportunities, and threats that occur in the company. after that apply the marketing strategy, namely segmentation, targeting, and positioning as well as the 4P marketing mix.

METHOD

Marketing is an effort made by entrepreneurs to provide services to consumers (Candraningrat, et al., 2021). The method for developing the existing business at Mentari Prima is using the SWOT analysis method, as well as

implementing the STP strategy and the 4P marketing mix as a business development strategy. There are implementation steps in the business development process at the Mentari Prima company, namely:

1. Make an agreement with the business owner

This agreement aims to request permission from the owner in assisting the business development process and communicating with each other in each activity or research process.

2. Identifying Problems and Solving Problems

In solving problems, identification of problems in the business is carried out, after finding problems, an identification process is carried out to resolve these problems.

3. Doing technical planning in business development

This planning activity is prepared based on the results of identifying problems that exist in the company and determining appropriate and efficient business development strategies.

4. Implementation of business development activities

The existence of this business development implementation is carried out to determine whether the chosen strategy is appropriate to resolve existing problems, thus providing input to the owner to continue developing his business.

5. Evaluating the business development strategy

The last stage is to evaluate or assess the selected strategies to develop the company, this can be useful for business owners to observe, improve, and carry out the right development strategy.

After implementing the SWOT analysis, then implementing the STP strategy to find out which market share the company will target. Many cases of companies fail in their business because they only focus on implementing the marketing mix.

RESULTS AND DISCUSSION (Capital, 12 pts, bold)

The results of this research can be in the form of business development strategies that must be carried out by Mentari Prima companies to continue to maintain and develop their business. Below is a marketing strategy for efficient business development.

1. Business Development

Business development has a source of strength from the owner in carrying out and determining strategies to move forward. Development can affect life in the company's organization for that company must have a strategic position in maintaining its business and be able to face competitors (Afridhal et.al., 2017)

2. SWOT Analysis

SWOT analysis is carried out by identifying internal and external factors that exist in the Mentari Prima company, the results of the identification can be seen below:

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1. Element Strengths
 - a. Have quality and functional products
 - b. Have uniqueness in product design
 - c. The price given is quite standard
 - d. Give a gift on the purchase of a certain amount
 - e. The product does not contain chemicals that are harmful to health
 - f. Direct product offering activities are more profitable
 1. Element Weaknesses
 - a. Lack of human resources in this business
 - b. There is an increase in the price of raw materials for production
 - c. There is competitive competition for similar products
 - d. Lack of utilization of online marketing
 - e. Limited product variety
 2. Element Opportunities
 - a. There is an online sales platform
 - b. Perform online transactions without a time limit
 - c. Making business opportunities with resellers
 - d. Providing good service for customer loyalty
 - e. Has a fairly broad market coverage
 3. Element Threats
 - a. The products offered are easily imitated by competitors
 - b. Product quality competition
 - c. There is significant price competition
 - d. There is a Covid-19 suppressor that requires WFH
2. Segmentation, Targeting, Positioning (STP)
Strategi STP yang dikelompokan oleh perusahaan Mentari Prima, antara lain:
- a. Segmenting market consumer
The segmentation of this company is several cities where there are resellers from Mentari Prima, all types of work that require office stationery to support their work, with middle to lower social classes and consumers with retail or wholesale purchasing systems.
 - b. Segmenting market to business
It has targeted market segments such as schools, office stationery shops, and several educational institutions.
 - c. Targeting market
The target of Mentari Prima is a consumer group with middle to lower income with sensitivity to product quality and prices offered.
 - d. Positioning market
Mentari Prima Company has a target positioning as a company that provides various office stationery needs by offering quality products at affordable prices.

3. Marketing Mix (4P)

a. Product

The main product offered by Mentari Prima is refill ink for whiteboard markers, the advantages of the resulting product are that it does not contain harmful chemicals such as Xylene and Toulene, and has good packaging.

b. Price

The prices offered for each product are quite affordable so that consumers can still reach them. The price given has also been adjusted to the good quality of the product.

c. Promotion

In carrying out promotional activities, Mentari Prima utilizes technological developments that provide online buying and selling platforms such as social media and marketplaces. For this reason, the company advertises on social media and on the marketplace owned by Mentari Prima. The ads provided have a certain price rate adjusted to the target audience that the company wants to reach.

d. Place

Places of distribution from the Mentari Prima company are carried out online and offline, for online distribution it is done using social media and marketplaces, while for offline the company uses salespeople such as sales to do word of mouth directly to consumers.

CONCLUSION

Conclusions from the results of the strategies that have been implemented by Mentari Prima, among others:

1. The resulting product has ingredients that are safe for health because it does not contain chemicals that are harmful to the human respiratory system.
2. Business development strategy carried out by applying SWOT analysis, applying STP strategy and marketing mix (4P)
3. Mentari Prima Company must continue to improve business development which is currently growing, by implementing a development strategy, the company can compete competitively with competitors.
4. Make improvements to the products offered so that consumers can give loyalty to the company because the company provides good service and offers quality products needed by consumers.

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