

Strategi Pemasaran Industri Rumah Tangga Arang Tempurung Kelapa (Studi Kasus Pada Industri Rumah Tangga Bapak Abdul Razak Di Cimanggis, Ciputat, Tangerang Selatan)

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Author Order	5 of 6
Accreditation	
Abstract	In South Tangerang city, there are many home industries producing charcoal shell. One of the industry is practiced by Mr. Abdul Razak in Ciputat District. According to some studies, in general the home industry is facing many problems, one of which is a weak in marketing strategy. Based the information, this article reports the marketing strategies implemented by the industry. With SWOT approach, we informed that the position of industrial strength lies in good relationships with suppliers. And the weakness is that the marketing activities carried out only through word of mouth. We recommend that the industry need to consider the using of banners or internet-based technology utilization for the marketing strategies.
Publisher Name	ITB Ahmad Dahlan Jakarta
Publish Date	2018-07-13
Publish Year	2018
Doi	DOI: 10.32546/ijea.v1i1.193
Citation	
Source	Indonesian Journal of Economics Application (IJEa)
Source Issue	Vol 1 No 1 (2018)
Source Page	67-73
Url	http://ojs.itb-ad.ac.id/index.php/IJEa/article/view/193/136
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