

A STUDY ON HOW MARKETING AND SALES
ORGANIZATION WORKS IN A BUILDING
MATERIALS COMPANY IN THE CITIES OF
MADIUN, KEDIRI, TUBAN, MALANG, AND
BANYUWANGI



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INTERNATIONAL BUSINESS MANAGEMENT
FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY
SURABAYA
2016

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TUBAN, MALANG, AND BANYUWANGI**

CASE STUDY REPORT

Submitted to

BUSINESS FACULTY

WIDYA MANDALA CATHOLIC UNIVERSITY

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To Meet Most of the Requirements of Obtaining a Bachelor

Degree of Management

Majoring in International Business Management

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INTERNATIONAL BUSINESS MANAGEMENT

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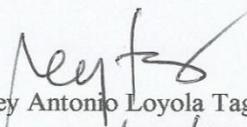
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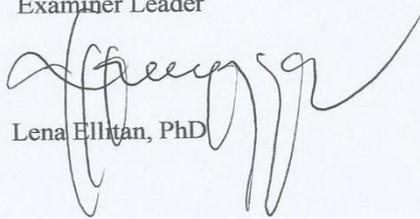
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FOREWORD

Thanks to Almighty God that has given the Author the strength and health to complete this Case study. The intent of writing this Case Study is to meet with the requirements set for graduated economic management majors in the faculty of business in Widya Mandala Catholic University Surabaya.

Preparation, structuring and completion of this Case Study could not have been achieved without the support and guidance from various parties. Author would like to thanks to:

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Hopefully this Case Study can be beneficial to the other authors and for readers.

Surabaya, June 6th, 2016.

Author

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ABSTRACT

This Case Study aims to know more about on the workings of marketing strategy and marketing mix 4 Ps in business to business (B2B) within the PT D Company and to get a better understanding on how that business to business strategy is used by the PT Company. This Case Study uses primary data from the questionnaires used by the PT D Company organization for interviews with retail hardware stores in five cities in East Java. Those five cities are Madiun, Kediri, Tuban, Malang, and Banyuwangi. Other primary data used comes from direct face to face interviews with the PT D Company management, conducted directly by the Author. The findings from the interview with management and field interviews show a close match between practice and theory as described in the chapter literature review.

Key words: marketing mix 4 Ps, marketing strategy, business to business marketing

ABSTRAK

Kasus Studi ini bertujuan untuk mengetahui lebih banyak tentang tentang cara kerja strategi pemasaran (*marketing strategy*) dan bauran pemasaran *4P* (*marketing mix 4Ps*) dalam business to business (B2B) dalam Perusahaan PT D dan untuk mendapatkan pemahaman yang lebih baik tentang bagaimana bisnis untuk strategi bisnis yang digunakan oleh Perusahaan PT D. Studi Kasus ini menggunakan data primer dari kuesioner yang digunakan oleh organisasi Perusahaan PT D untuk wawancara dengan toko-toko bangunan yang ada di lima kota di Jawa Timur. Kota tersebut adalah Madiun, Kediri, Tuban, Malang, dan Banyuwangi. Data primer lainnya yang digunakan berasal dari tatap muka secara langsung wawancara dengan manajemen Perusahaan PT D, dilakukan langsung oleh Penulis . Temuan dari wawancara dengan manajemen dan bidang wawancara menunjukkan pertentangan yang erat antara praktek dan teori seperti yang dijelaskan dalam bab landasan teory.

Kata Kunci: *marketing mix 4 Ps, marketing strategy, business to business marketing.*