

## ***ABSTRACT***

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*MARKETING STRATEGY ANALYSIS IN JANGKI PETSHOPS CINERE DEPOK*

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*(x + 63 + addition)*

*Analysis of marketing strategy is one tool used to analyze and find out how a company to make efforts in marketing products it sells. In this discussion many all aspects into consideration and which the basis of this analysis, among other factors the strengths and weaknesses and opportunities obtained by the company with all kinds of threats-threat that must be aware of the company. Companies that become the object of this research is service company which is engaged in care animals. In this study the author examines the company. This, how the company markets its products, what strategy is taken, and analyze it. Analysis tools used to support research this is a SWOT analysis. Data obtained by author directly from the company that became the object this research.*

*From the analysis of marketing strategies that have been applied by JANGKI pet shops with the analysis method SWOT, it can know the effectiveness of the strategy marketing, strengths and weaknesses owned opportunities facing threats, as well as position location SWOT analysis of companies in the diagram is in quadrant First, this means the company is well positioned advantageous because it has the power to obtain opportunities that exist, so it can determine what strategy should be used by companies next.*

*Bibliography (2002-2005)*