

ABSTRACT

Marketing technique was intended to meet company requirements of increasing product sales and fulfilling customer needs to make profits. Motor Micronn is a new contender compared to HNSY and Strong, two imported products which owns the current market. Motor Micronn's benefit was the price, which is cheaper. These three products are micro engine brands for dentist college students. Every year, 150 dentist college students are accepted in universities, and they will be needing the micro engines in their second year. To create some good chances of entering the market, effective market research for creating excellent marketing strategies will be needed, and carried out as soon as possible.

The research will be started in potential market identification and available market for Motor Micronn products, fulfilling the definition of need and acceptance, best described as customer's economic power and willingness of waiting for Motor Micronn's product. Next is segmenting the available markets using cluster analysis, and analyze the result to decide target market. Next is to create position which will benefit the product's image from customer's point of view, using positioning statement which is appropriate with the company's situation.

Data collected reveals potential market of 89 (43,84 %) and available market of 88 (43,34 %). Using cluster analysis, we divide 2 segments, critical (65,06 %) and less-critical (34,94 %). The most significant variables found were packaging, maintenance, product information and how-to-use information, customer care, technology used, rotary speed of device, buying locations, loyalty to product and resale value. Characteristics significantly associated to the segments are income, expenditure, owns a micro engine or not, brand, and possible values of micro engine. Both characteristics will be used to determine marketing target.

Targeting market will be segmented to 2 segments, where different strategies will be applied. The 2nd segment, which has quantity benefits over the 1st, are college students either in their graduation year or are already Co-ass. This 2nd segment will be prioritized since this segment influences heavily to the 1st, which are college students in needs of micro engines while doesn't have one. This influence is defined as 1st segment members asks for references about micro engines to the 2nd segment. Hopefully, if we could influence the 2nd segment, then the 1st segment will automatically reached.

To support the explained product positioning from customer's point of view, Motor Micronn will need a positioning statement. The statement will be used is "BICARA MASALAH KUALITAS, GA HARUS HARGA DOOOONGG....!!". Next is to decide in a promotion strategy.

Keyword : Marketing Strategy, Motor Micronn, micro engine.

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