



PROPOSED MARKETING STRATEGY TO INCREASE THE SALES OF LA DIFA COOKIES PRODUCT IN PT. BONLI CIPTA SEJAHTERA

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Abstract

One of the foods that Indonesian people are interested in is cookies. The high demand for cookies creates an opportunity to do a business. There are many business people related to cookies in Indonesia, especially in Bandung (West Java). One of the cookie business brands from Bandung is La Difa Cookies. La Difa Cookies is a business brand that produces and sells various types of cookies. La Difa cookies join other cookie business brands, Ina Cookies, in one company called PT. Bonli Cipta Sejahtera. PT. Bonli Cipta Sejahtera had set the target sales in 2018 for La Difa Cookies product. However, the actual sales did not achieve the target sales. Hence, the objective of this research are identifying the suitable strategies for PT Bonli Cipta Sejahtera sejahtera that can increase the sales of La Difa Cookies product in order to achieve the target sales in the following year and finding the factors that influence customer purchase decision toward cookies product. This research used a questionnaire to identify the factor of customer preferences in purchasing decision toward cookies product. The researcher distributes the questionnaire to the respondent who ever purchased cookies product and domicile in Bandung. Furthermore, the researcher also used external analysis and internal analysis in this research. At the end of section, the researcher proposed marketing strategies as alternative business solution for company to increase the sales of La Difa Cookies product so that target sales in the following year achieved.

Keywords: Cookies, Customer Preferences, La Difa Cookies, Marketing Strategy, Sales.
