

# Strategi pemilihan saluran distribusi pada industri majalah komputer bulanan: studi terhadap majalah komputer CHIP

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## Abstrak

In a competitive business environment, it is important for a company to synergize each functional department to achieve its goal. Especially in the customer driven market when company focus on satisfy needs and wants of the customer, marketing functional being an important role for the business success. Place is one of marketing mix. The others is price, promotion and product. Strategy of distribution channel relating to its decision in choosing the chain which make company's product reach its customer in prise time, is to make company s product to be in prise time, right location and suitable quantity. In a competitive business, distribution strategy is not only what the product sell by the company but how the company sell the product. In this research, we would like to have an xmderstanding of PT Elex Media Komputindo's supply chain strategy in distributing its product: CHIP Magazine. The strategy focused in this research consist of: level of distribution channel, amount of intermediaries of each chain, and beneficial relationship implemented by PT Elex Media Komputindo to its intermediaries. The goal of PT Elex Media Komputindo was to increase sales and expanding market share. This research used qualitative method. In Depth interview with key persons in distribution channel strategy planning and implementation of CHIP Magazine was conducted by researcher to gain important information for this script. This research found that FT Elex Media Komputindo had used some level of distribution channel. In order to increase company's revenue and to expand market share, FT Elex Media Komputindo developed some beneficial relationship with it's intermediaries as well as took part to lightened civilization through IT magazine.