

Analisis produk Fruit Tea di USA = Fruit Tea product analysis in USA

Andhika Rizqie Putratama, author

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Abstrak

ABSTRAK
Jurnal ini membahas analisa dan strategi pemasaran suatu produk yang di simulasikan akan di pasarkan di negara Amerika Serikat. Penulis menggunakan teori PESTLE analysis (Political, Economical, Social, Technological, Legal and Environmental) teori SWOT Analysis (Strengths, Weakness, Opportunities and Threats). Analisa PESTLE dilakukan sebagai analisa makro dan eksternal, yaitu sebagai usaha pengambilan data untuk mengetahui potensi pasar dengan melihat dari faktor luar yang mempresentasikan keadaan sekarang. Keadaa yang mana perusahaan tidak mempunyai kemampuan untuk merubahnya. Analisa PESTLE di lakukan di untuk menentukan kelayakan peluncuran produk secara gambaran besar. Analisa SWOT di lakukan sebagai ringkasan teori PESTLE, yang mana menerangkan menerangkan keadaan yang lebih detail dan dalam. Untuk mempermudah pembahasan, penulis menggunakan studi kasus Fruit Tea, salah satu produk yang mendominasi di kategorinya. Dari pembahasan ini, kita dapat memahami bagaimana menganalisa suatu produk yang akan di pasarkan di pasar yang baru dan sebagai referensi strategi yang efektif dalam pemasaran produk agar dapat mencapai angka penjualan yang maksimal.;

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ABSTRACT
This paper assesses analysis and marketing strategies of product, which simulated to be marketed in USA. The author used PESTLE theory (Political, Economical, Sociological, Technological, Legal and Environmental) and SWOT analysis theory (Strengths, Weaknesses, Opportunities, and Threats). PESTLE analysis will be conducted as a macro and external analysis, which is as an attempt of data search to identify market potential by looking from external factors that represent the current situation. A situation which the company doesn't have ability to influence it. PESTLE analysis will be conducted to determine the value of the product launch in a big picture. SWOT analysis will be conducted as a summary of PESTLE macro analysis, which assessing deeper circumstances. The author used Fruit Tea brand, one of the market leader in its category. This assessment will lead us to better understanding of how to analyze our product that will be launched in a new market and as a knowledge reference of effective strategies in product marketing in purpose to acquire a maximum sale., This paper assesses analysis and marketing strategies of product, which simulated to be marketed in USA. The author used PESTLE theory (Political, Economical, Sociological, Technological, Legal and Environmental) and SWOT analysis theory (Strengths, Weaknesses, Opportunities, and Threats). PESTLE analysis will be conducted as a macro and external analysis, which is as an attempt of data search to identify market potential by looking from external factors that represent the current situation. A situation which the company doesn't have ability to influence it. PESTLE analysis will be conducted to determine the value of the product launch in a big picture. SWOT analysis will be conducted as a summary of PESTLE macro analysis, which assessing deeper circumstances. The author used Fruit Tea brand, one of the market leader in its category. This assessment will lead us to better understanding of how

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