

Strategi pemasaran Pacto Convex dalam menghadapi persaingan pasar internasional (studi kasus pengaruh industri meeting, incentive, conference and exhibition luar negeri terhadap pangsa pasar industri meeting, incentive, conference and exhibition yang ada di Indonesia)

Astri Diana Intansari, author

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Abstrak

There was a declining of pacto Convex's performance during crisis was caused by payable debt and involving prolong economic growth. All this points was the main obstacle to implement marketing strategies.

As the biggest MICE player in Indonesia, Pacto Convex must have high alertness towards the coming International MICE players which might cause to Facto Convex MICE market segment.

The purpose of this research is to acquire effectiveness of Facto Convex's marketing strategies to anticipate International MICE competition. Research Methodology used was descriptive and explanative by company strategic marketing done by Pacto and using competition strategy (by the means of generic strategy with five competition strength) and Mixed Marketing.

The research result indicates that to produce Facto Convex's MICE industry competitiveness towards International MICE industry with the coming AFTA, marketing strategy has to be implemented consistency with support of competitive strategy and marketing mix for Pacto Convex.

It has to be noted that efforts needed to handle MICE in Indonesia professionally, so that number of events handled will increase year by year especially for Pacto Convex as an ale marketer in Indonesian culture industry.