

Developing Strategic Marketing Plan for Artificial Flower Bouquet Business in Bandung

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Abstract— This study aims to develop strategic marketing plan for the artificial flower bouquet business in Bandung City. The method used in this study was qualitative analysis descriptive through marketing mix 4Ps theory and Porters five competitive forces theory. The result of the research produced strategic marketing plan for all marketing mix 4Ps aspects such as product, price, place, and promotion. The resulting strategic marketing plan becomes more focused because it is produced on the basis of Porters five competitive forces. This research can be helpful for the business owner especially to take right strategic marketing plan.

Keywords—Strategic Marketing Plan, Marketing Mix, Five Competitive Forces

Selasa, 27 Oktober 2020 - 03:42

<http://dp3m.unikom.ac.id/penelitian/view/developing-strategic.320.html>