ABSTRACT:

With growing consumer demand and increased demand will be secondary (complementary) used to support the daily activities of consumers, then the company must have a useful analysis to determine market conditions and how much competition in the market, by using Strategy market Analysis. The purpose of this paper is to determine whether the marketing strategy applied by PT SARA LEE as an object of study is right or is still in need of changing from existing marketing strategy. From the analysis of marketing strategy at PT SARA LEE by using the SWOT method of weighting the results obtained in Metric IFAs (Internal Factor Analysis Summary) of 2.9 and for Metric EFAS (External Factor Analysis Summary) of 2.8. From the results of IFAs and metric weightings EFAS, PT SARA LEE V occupies a column of cells (five) on IE Marik analysis (internal external) which means PT SARA LEE is in a growth strategy with Horizontal integration, which can be in the know that the strategy applied by PT SARA LEE good enough.