

CHAPTER V

CONCLUSION AND SUGGESTIONS

5.1. Conclusion

This study aims to evaluate the existing marketing strategy of PT X based on the Sun Tzu principle. According to the result of the analysis of the data gathered through the interview with the key informants, PT X has detail and specific strategies for a specific niche market. PT X chooses to serve customers who are concerned with the quality and reliability of products and services. The majority of that customer is a foreign and local company that cares about the quality of the products. PT X already implements the right strategy in order to run their business and face dynamic competition.

From this study, it is clear that PT. X implements the Sun Tzu Principle in its marketing strategy. The company implements 12 of 12 The Sun Tzu Principle to maintain the performance of the company. All of those 12 Sun Tzu principles have a link from one to the other principle, and it works to support each other. The explanation is in the process of implementation Honor the Customer principle; the company also must implement the Organization of Intelligence principle, Maintenance of the Objective principle, Concentration of Resources principle, Economy of Force principle, and also Simplicity principle. The result of implement Honor the Customer principle is that the company could quickly implement A Secure Position principle and Offensive Action principle. PT X also could quickly implement the Surprise principle and Maneuver principle to leverage their capacity because they implement the Maintenance of the Objective principle. In the process of managing the Organization of Intelligence principle, Concentration of Resources principle, and Economy of

Force principle, PT X must implement Command Structure principle and Personal Leadership principle.

The marketing division is one of the divisions that implement the Sun Tzu strategy correctly. The focus of PT X is to maintain existing customers and obtain new customers using the Sun Tzu Strategy.

According to the result of the evaluation, PT X's marketing strategy is compatible with the Sun Tzu principle as the indicator. It also showed that PT X already implements all of the principles of Sun Tzu. PT X could improve the implementation of The Sun Tzu Principle to optimize their marketing strategy.

5.2.Suggestion

The company already implements Sun Tzu's Strategy in their marketing strategy which suitable for dynamic competition. To maintain the performance of those marketing strategies, PT X needs to be persistent in their market segment and keep the quality of product and services. Pre-sales and after-sales of the product is the main strength of the company. Even though PT X already implement all of the Sun Tzu's Strategy in their marketing strategy, there still several Sun Tzu's principle that need to be improve in the implementation. Similar research with longer interview duration could help in gathering more specific data about the marketing strategy and help the company to improve their implementation of Sun Tzu's Strategy in their marketing strategy.

For academics and researchers, the findings would help other researchers further develop this research by adopting this research to analyze other industries. Similar research also can be conducted in other companies to test the suitability of The Sun Tzu Principle. Deep interview are needed to obtain more specific data for this research.