

ABSTRACT

At the globalization, business competition become very strict. Thus, there are more companies in shipping service that replace the position of PT. Pos Indonesia as a monopoly company. These companies are the threats to PT. Pos Indonesia. Facing a threat, PT. Pos Indonesia performs business transformation that can adapt to the development of technology. Pos Express is one of products of business transformation that is launched on 30th June 2003. pos Express is a one day shipping express city courier and intercity courier. Pos Express has some advantages such as track and trace system, insurance, and competitive tariff, that give value added to customer. To get the target, Pos Express must apply and evaluate its marketing policies. The evaluation of policies strategy is applied by marketing audit with competitive audit method from MarkPlus&Co. The objective of this research is to understand the profile and type of Pos Express, SWOT matrices, and to apply the right marketing strategy and promotion program.

the data collection was done by distributing questioners. They are individual and business customer questioners with judgment sampling technique; internal audit of Pos Express; and external audit of it competitor. The process between internal audit and external audit product a gap value. The gap value, internal factor, and external factor produce SWOT matrices. The next step is formulating marketing strategy which includes of segmentation, targeting, and positioning for Pos express. Then, promotion program for Pos express can be done.

The result of the research shows that the position of Pos Express now is a marketing Oriented Company. The negative gap value makes Pos Express must replace its marketing strategies to Market Driven Company conform with competitive condition. The potential market of Pos Express for individual customer is 90.4% and business customer is 72.5%. it is achieved from the interest in Pos Express service. The formed segment are segment 1 (do not need Pos Express) 11.3% from individual customer and 27.5% from business customer. Segment 2 (Pos Express as the complement of other shipping service) 78.3% from individual customer and 57.5% from business customer. Segment 3 (Pos Express as priority) 10.4% from individual customer and 15% from business customer. Discriminant test result is used to define segment 3 as the customer target. The positioning statement is to emphasize the speed and accuracy. Recommendation for promotion program is an individual advertising on the most influential television and information source is friend and family. The right selling promotion is by giving a discount at time. For business customer, the right promotion programs is direct presentation, while promotion is discounted at certain time, the most favorite means of media is newspaper.