

## **ABSTRACT**

*This study aims to formulate an effective marketing strategy to expand PT KUI Indo Fishskin's market share in 2024. PT KUI Indo Fishskin is a company engaged in the snack food industry with fish skin chips as its flagship product. In the face of intense competition, limited distribution, and low brand awareness, the company needs to develop a structured and effective marketing strategy.*

*SWOT analysis and Porter's Five Forces are used to identify the strengths, weaknesses, opportunities, and threats faced by the company. The Marketing Mix (4P) approach which includes product, price, place, and promotion is applied to develop a comprehensive marketing strategy.*

*The results showed that PT KUI Indo Fishskin has a great opportunity to expand market share through distribution expansion to new regions, product innovation, and increased digital marketing activities. The proposed strategy includes increasing market penetration through wider distribution, aggressive marketing campaigns to increase brand awareness, and optimizing sales through e-commerce platforms.*

*By implementing the right marketing strategy, PT KUI Indo Fishskin is expected to improve competitiveness and expand market share significantly by 2024. This strategy is expected to adjust to consumer trends and preferences that increasingly lead to healthy and innovative snack products.*

*Keywords: Marketing Strategy, Market Share, PT KUI Indo Fishskin, SWOT Analysis, Marketing Mix, Digital Marketing.*