



ABSTRACT

This thesis is tried to find better marketing mix in PT. Mustika Ratu. Researcher uses the four marketing mix tools like Product, Price, Promotion and Distribution of Mustika Ratu as an evaluation and use SWOT analysis as an indicator for knowing the Mustika Ratu Strength, Weakness, Opportunity and Threat.

Researcher use the descriptive and quantitative methods for describe the situation happened in PT. Mustika Ratu.

The result of this research is PT. Mustika Ratu already did the proper marketing mix, however Mustika Ratu have to pay more attention to the customer by opening cutomer call center as one of Mustika Ratu public relation which shows company awareness to their customer, and more important is to keep update with the latest technology information systems in this case is thru Company Internet website, because it is one of the company promotion tools and the information system from the company to their customer for introducing company product.

Key word : *marketing mix, product life cycle, SWOT analysis.*