



INTISARI

Studi ini dilakukan untuk menentukan Repositioning Strategy untuk produk Polyquaternium-X dari pasar tradisionalnya, yaitu pasar Personal Care, ke pasar Homecare. Studi ini dilakukan secara kualitatif agar dapat memperoleh gambaran kondisi pasar terkini dalam mengidentifikasi kebutuhan yang belum terpenuhi. Data tersebut lalu dipergunakan untuk menentukan attractive proposed values yang baru spesifik untuk subsegmen pasar Homecare.

Studi dilakukan dengan melakukan urutan prosedur sebagai berikut: segmentasi pasar berdasarkan data pasar sekunder, interview dengan mempergunakan Porter Five Forces Analysis, internal interview untuk melakukan SWOT Analysis from Resource-Based View dan akhirnya melakukan survey dengan mempergunakan Attractive Quality Model.

Sebagai kesimpulan, ditemukan bahwa sub-segmen cairan pencuci piring, produk detergen dan pelembut pakaian adalah 'white space' untuk produk Polyquaternium-X dengan masing-masing proposed values yang baru.

Keywords: *Repositioning Strategy, Porter Five Forces Analysis, SWOT Analysis from Resource-based View, Attractive Quality Model Survey*



ABSTRACT

The study was to identify new repositioning strategy for product Polyquaternium-X from its traditional market, that is Personal Care, to adjacent market, that is Homecare. The study was done qualitatively as to understand current market context identifying unmet needs that would result in new attractive proposed values in specific Homecare market subsegments.

The study was instigated by doing market segmentation of available secondary data, followed by interview using Porter Five Forces Analysis. The research was then continued using internal SWOT analysis from resource-based view and finally confirmed by performing Attractive Quality Model Survey to quantify attractiveness of the newly identified proposed values to further justify the new repositioning strategy.

In the conclusion, it was found that liquid hand dishwashing, detergent product and fabric softener sub-segments had been identified as the new white space for product Polyquaternium-X with each new proposed values.

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