



ABSTRACT

This research is case study conducted at Kimia Farma Apotek cabang Bogor (KFA Bogor). The main purpose of this research aims to know relevancy marketing strategy and the implementation of marketing strategy to know the gap between target and realizations happened at KFA Bogor.

This research using analytic qualitative descriptive method by comparing real condition executed by KFA Bogor based on result of observation, interview and survey with the available literature and theories.

From the research, it can be concluded that first, generic strategy selected by KFA Bogor can be categorized as differentiation strategy with broad market. Second, based on marketing mix survey result, information product and STP has not been implemented carefully by KFA Bogor. Third, implementation strategy KFA Bogor has conducted according to concept submitted by David (2006) and Porter (2007).

From the research, it recommended that, first KFA cabang Bogor should always measure marketing performance periodically. Second, communications, information and education (KIE) for KFA customer should be conducted by competence officer related drug consumed. Third, the importance of information technology between apotek and medical doctor related drug prescription.

Keyword: Strategy, Implementation Strategy, Marketing Strategy