

ABSTRACT

The objective to this research is to develop business plan of 3M Autocare new product, in PT. 3M Indonesia. This study explained the marketing strategy using Non-functional Model (Hambrick & Fredickson, 2009). Data was collected when the writer doing internship in PT. 3M Indonesia using primary and secondary data, the primary data are from the company, channels and direct consumer data. And secondary data was taken from Internet, individual studies and observations. The collected data from primary and secondary will elaborate in vision, mission, arena, vehicle, differentiation, staging, and economic logic.

Product will be launch approximately on August 2013, the launching activity used by PT. 3M Indonesia is using demonstration strategy to attract consumer directly to the new product strength.