MANAGEMENT STRATEGY ON SHOES WHOLESALING CENTRE OF TROWULAN (PPST) MOJOKERTO DISTRICT

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ABSTRACT

To support marketing footwear product, government of Mojokerto district built Shoes Wholesaling Centre of Trowulan (PPST) in 2007. After the building is completed, footwear industry entrepreneurs are interested. Almost all the stall offered are occupied. In the first year after the building opened the shop occupancy rate is good so lot of the visitor are coming. However, the visitor coming rate is decleneing slowly than year before. Its consequence reducing the trading income and so many shop are closed due to inadequate current to run the shop. To overcome the problem it’s necessary to have the appropriate management strategy to make PPST have lot of stall opened and much visitor to come.

The research was conducted to find factors that need to be considered in managing PPST based on performance-importance analysis of visitor, trader and also from the comitee. Results of the process will be input to determine strategy which come from Internal Eksternal Factors in SWOT analysis. Among alternative strategy found then assesed using QSPM analysis to find which most appropriate strategy to run on PPST.

From results of the research conducted known that factors that should be considered in managing PPST are acces road to the location, storage facilities, supporting facilities(rest area, etc.) and promotion factor. While the selected alternative strategy is a strategy to approach travel agents to visit the PPST, strategies to increase the activities of the promotion to introduce or attract new buyers from within / outside the region and the strategy of the use of technology (electronic billboards, the Internet) to attract visitors. Of the three, the most appropriate strategy is a strategy of increasing promotion activity to introduce or attract new buyers from the inside /outside region with a Total Attractiveness Score (TAS) was 3.14.

Keywords: Strategy, Shoes Wholesaling Centre of Trowulan (PPST), performance-importance analysis, SWOT and QSPM