

## CHAPTER IV

### CONCLUSION AND SUGGESTION

#### 4.1 Conclusion

From the data analysis of the paper entitled “ the Marketing Strategies of PT Mekar Cargo Semarang”, the writer concludes that it consists of two strategies. The first are service strategies. Where service strategies consist of service network and professional staff. Service Network, it means that the company employs service network of all countries in the world such as Europe, United States, Asia, Australia, and Africa. This is different from the other companies. Usually, service network of the companies only two country. While for professional staff, it means that the company employs foreign worker from China and Arab. The second is pricing strategy. Every once a month, the staff of this company visits other exporter agent to compare the product prices which will be sold to foreign countries. If the products in other companies are qualified and have the same form as this company so the company will give cheaper prices than the other companies.

#### 4.2 Suggestion

During field study that the writer conducted, there are some things which deserve to be considered. Here are some suggestions that the writer would like to give:

1. The Company should not only concentrate on its export activities but also on import activities.
2. The Company should consider the location, for the present location is not easily reached.
3. The Company should have better human resources. For that reason, the writer expects that the company must recruit new employees with better capabilities not just recruit good looking ones.
4. The Company should not only recruits foreign worker but also local worker.