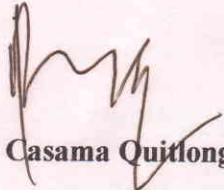


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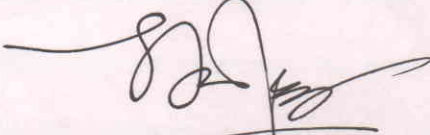
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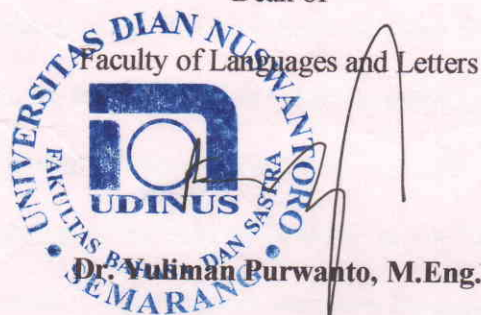


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Arsiati

## ABSTRACT

This paper, entitled "The Marketing Strategies of PT. Mekar Cargo Semarang", is the result of field study conducted for two weeks (17 February- 2 March 2003) of PT. Mekar Cargo Semarang. This study is aimed at describing the marketing strategy that PT Mekar Cargo takes in export activities specialized in harbour activities.

The data of this study were collected by interview, observation, and library research methods. The interview method conducted to get information about the Marketing Strategies in the company. The observation method aimed at understanding the activities of export marketing strategy in the company. The library research method aimed to learn the marketing strategy from book references.

From study it can be concluded that the Marketing Strategies of PT. Mekar Cargo Semarang includes:

1. Service Strategies which consists of Service Network and Professional Staff
2. Pricing Strategy

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