

CHAPTER IV

CONCLUSION AND SUGGESTION

4.1 Conclusion

From the previous chapter, the writer gives the following conclusion about procedure marketing audit at PT. Pos Indonesia Semarang. There are many factors influencing marketing audit are: marketing area, substance management area, constant assets area, data decline area, security area, production area, accounting management area. For the frequency of marketing audit, it does in interval three until five years but for marketing productivity audit is done once a year to improve planning program of audit. The procedure of marketing audit at PT. Pos Indonesia Semarang includes four steps, they are: determining purpose and place, collecting data, preparing and reporting presentation, writing report.

4.2 Suggestion

After knowing the real condition and situation of marketing at PT. Pos Indonesia Semarang the writer would like to give some suggestion for a better marketing, as follows:

1. Marketing audit should be done long time before crisis condition appears in a company, it can prevent of selling decrease.
2. The schedule of marketing audit should be regular. It will be focused on the one problem, so it will get the best result of marketing audit.