

## CHAPTER IV

### CONCLUSION AND SUGGESTION

#### 4.1 Conclusion

Based on the previous chapter, finally the writer concludes that marketing strategies used at PT. Mega Tata Mulia (Ray White) Semarang Candi include :

1. Marketing strategies at PT. Mega Tata Mulia (Ray White) Semarang Candi is based on marketing program that has perspective and mission to get the result in accordance with the target.
2. Marketing strategies that are used by PT. Mega Tata Mulia (Ray White) Semarang Candi include :

- a. Sale by Exclusive Agency

The property will be promoted to the market without a predetermined asking price.

- b. Sale by Public Auction

The property will be sold by public auction.

- c. Sale by Open Listing

This method of sale involves listing the customer property for sale with many agents.

- d. Open House

This program is to create potential market and to build a good image among people around it.

#### 4.2 Suggestion

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

1. PT. Mega Tata Mulia (Ray White) Semarang Candi should improve the activity of promotion, so that it can increase the sales the product.
2. It would be better if PT. Mega Tata Mulia (Ray White) Semarang Candi recruited new employees with better capabilities in marketing activities so that the activities could run smoothly.