

## PREFACE

This thesis is written as a partial fulfilment to obtain an MBA degree at Indonesia European University (IEU) Institute of Management, Semarang.

The growth of industry keeps on increasing and get serious attention, so the cargo transportation plays an important role. PT. Sinar Jaya joint in this activity. Every company ought to survive in this competitive situation.

This thesis is about how PT. Sinar Jaya Trucking Company develops its marketing strategy in order to anticipate the complicated present condition and try to change the threats they face into good opportunities in the near future.

Nothing is perfect, and neither is this thesis. However the writer hopes that this thesis can contribute to any one interested in this matter. Any suggestion, and critics of this thesis that contribute for its improvements are always welcome.

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