

EXECUTIVE SUMMARY

In Indonesia the growth of industry receives quite a lot of attention.

The development of industry has continually been improved. One of the supporting facilities in the industrial sector is cargo transportation.

Cargo transportation plays an important role in this sector. The businessmen took this opportunity and transportation industry has become a battle arena for them.

Competition is getting tougher and tougher and the external economic environment in the previous years makes the situation worse. If only one entered the industry offering the same things as the other do, he would never survive.

So the cargo transportation company should offer something different in order to attract the users/buyers of the target market.

To attract a target market, differentiation strategy plays an important role to decide the competitive strategy in providing something unique that is valuable to buyers. This strategy was undertaken by PT. SINAR JAYA.

PT. SINAR JAYA has improved its service to give optimum satisfaction to its customers, through improving

its man power, increasing the number of trucks, always checking the incoming trucks and departing trucks, providing mechanics who are ready any time to help with any problem with the trucks and continually monitoring the positions of the trucks.

Those factors will play an important role to establish good image and in turn, they will support the marketing strategy and create the value-added and competitive advantages.

