



**CASE STUDY OF
THE EFFECTIVENESS OF MARKETING STRATEGY TOWARD STARTUP
COMPANY: A CASE OF O2O COMMERCE SDN BHD**

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ABSTRACT

The aim of this study is to find out the best marketing strategy that can be used by organization as the new startup company. As a new organization in the market, the company needs to come up with the strategy that can give high impact to the market and profit of company. Qualitative research method has been used in this research which is interview and observation to get the information and evidences for the research purpose. All the information from the research has been analysed by using the gap analysis and the entire interview was written in the interview transcripts. From the findings get by the interview show that a lot of method has been used by the company since it was launch. This case study can give a lots of benefits to the company because it have figure out the most effective strategy can be used by the company for the initial startup.it is also provide some recommendation for the best way strategy can used by the organization.

Keyword: Startup Company, Marketing Strategy, Effective Strategy

CHAPTER 1

INTRODUCTION

1.1 Background of Study

Marketing strategy is the process of analyzing, constructing and conveying the value to fulfill the needs of consumers target in increasing the profit. The company need to have the good marketing strategy in order to achieve their goals and able to deliver the information correctly to the audience. In doing the marketing strategy for the company, they need to plan and organize the best strategy that can be used to and not have to provide a lot of money in the process to save the cost. By creating the marketing strategy, the company also needs to have a good promotion strategy to be implementing to increase the consumer awareness toward company product.

Startup company is the new business that just enters the market and compete with the competitors. According to the Tamara Oukes Ariane Raesfeld von, (2016) startup company facing the challenges that is unique with the competitors in interaction with them. It is support by (Ariño et al., 2008) stated that the lack in opportunity as compare to the competitors makes them difficult to act between them. As the O2O Commerce is the new startup company, they have a lot of things that need to be done in order to achieve the establishment of the company.

As a new startup company, O2O Commerce needs to create a strong marketing strategy in order to increase the company names and attract the customer with their product and services. During the primary entry, the company has to create the strategy that can give a positive feedback to the company itself. They need to know the most