

# MARKETING STRATEGY

**In Magelang Tourism Destination  
(Souvenir)**

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**Arif Taat Ujiyanto**

[www.arif-taat.com](http://www.arif-taat.com)



**ariftaat**





**Marketing strategy**  
is an effort to  
market and  
introduce a product  
or service to the  
public effectively



# How ?





**#1. Understand Your Customers, Identify Potential Customers**





## #2. Analyze Market



## #3. Analyze Competition



## #4. Marketing mix- 7P's







# Souvenirs at TKL Ecopark





# Let's Grow Together





**Exciting Eco-Friendly Park**

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# Thank you