

# MARKETING STRATEGY ANALYSIS ON DAILY CRAFTS ACCESSORIES

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## **Abstract**

The Accessories business is a business that can continue to grow and will not die because everyone always wants to have a good appearance by adding accessories to support their appearance. This will create a lot of competition among the accessories business that is getting tougher to increase the number of consumers. In this case, the object of research is "Dainty Craft Accessories" Bandung. The purpose of this study is to describe the Marketing Strategy used by Dainty Craft Accessories in increasing the number of consumers, to determine the supporting and inhibiting factors in the implementation of the Dainty Craft Accessories marketing strategy. This type of research is an analysis that describes the marketing strategy of Dainty Craft Accessories using a qualitative descriptive method. This research includes 4P (Price, Product, Promotion, Place) and STP (Segmenting, Targeting, Positioning) in increasing the number of consumers through marketing strategies that utilize marketing communication media such as sales promotion and advertising. This research is expected to help small businesses in the accessories sector to see marketing strategies in increasing the number of consumers.

## **Keywords**

small business, accessories, creativepreneurship, marketing strategy, marketing analysis

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