

Title: Strategi pemasaran firma perunding tempatan (Provinsi) untuk bersaing dengan firma erunding luar provinsi di pasaran tempatan

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Abstract:

With the introduction of Undang Undang Republik Indonesia Nomor 22 Tahun 1999 Tentang Pemerintahan Daerah, an autonomy on financial matter is given to local authorities, more projects will be managed by local authorities. Therefore, experienced consulting firms which operate in major cities, especially DKI Jakarta will open branches in smaller cities. These firms become threats to local firms. This study attempts to understand how to improve competitiveness of local consulting firms. This study shows outside consulting firms adopt different marketing strategies, have more capital, equipment, legality documents, job subtitles and scopes, as compared to local consulting firms.