

ABSTRACT

MT Logistic is a transportation and logistics company that is active both nationally and internationally. Delivery of goods can be in the form of documents, logistics, electronic products and others. By using a door to door system, so that goods can be received directly to consumers. Shipping services both land, sea and air with the aim of domestic, import and export. In the business world, sales do not always increase, but will also experience a decrease in sales or sales fluctuations. The same thing happened to MT Logistic. Therefore, there is a need for new efforts or strategies to increase sales. This study aims to analyze and identify the strengths and opportunities of the company to improve its performance, as well as minimize weaknesses and threats to achieve what the company expects. In order to develop a strategy that can be MT Logistic's choice for delivery services, namely through the assessment of the SWOT analysis method. The result of this research is that an effective marketing strategy used to increase sales of shipping services is in quadrant one, which is to support an aggressive strategy.

Keywords : *SWOT Analysis and Marketing Strategy*