

AN ANALYSIS ON MARKET NICHE PENETRATION STRATEGY OF WARDAH COSMETIC PRODUCTS FOR THE FEMALE MUSLIM MARKET SEGMENTATION

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ABSTRACT

This research aims to determine market niche penetration strategy of Wardah cosmetic products for the female muslim market segmentation. The purpose of this study are to know about the excellence of Wardah cosmetic products, penetration strategy for the muslim female market segmentation, kind of policies are implemented in the marketing of Wardah cosmetic products, and muslim female market segmentation that affect consumer purchasing decisions. The method use in this research is descriptive qualitative method. The data analysis process is carried out by presenting the data that has been obtained for later drawing conclusions. The results of this study are the excellence of Wardah cosmetic products are safe and halal, easy to find, having many choices, and Wardah already has halal certification from LPPOM MUI, Penetration strategy for the muslim female market segmentation strives to achieve three main goals namely, Maintain or increase the market share of this product, Safe from market growth domination because Wardah's target is Muslim women, and Increasing usage by existing customers. Kind of policies are implemented in the marketing of Wardah cosmetic products are prioritizing three beauty concepts that can make their products to be product choice including Pure and Safe, Beauty Expert and Inspiring Beauty.

Keywords: Wardah cosmetic product, Market niche, Female Muslim Market Segmentation.