

## A B S T R A C T

The footwear industry in Indonesia is very potential, because of availability of raw material, the domestic and international economic development give influence on the development of footwear.

In view of international trade regulation, the non discrimination principle is very important for the developing countries and Indonesia's participation in the GATT Agreement 1994, the opportunity is widely open for Indonesian manufacturers to reach the market access.

PT. SEPATU BATA, is one of four biggest footwear industries in Indonesia, beside PT. INDOSEPAMAS ANGGUN ( IA ), PT. SUPER MITORI ( SM ) and PT. GANDA WANGSA UTAMA ( GWU ).

Presently, its marketing strategy lacks the right target market, insufficient advertising and promotional campaign, lack of marketing strategy and the lack of liquidity ratio, efficiency ratios or several ratios is not closely in line with the industry average evaluations, and if the correction measure is not exercised it will eventually effect for the company's sales and profit.

The main objective of the the thesis is to try implementing a number of methods in collecting and treating the data.