

ABSTRACT

Daihatsu Motor Company is one of many car producer in the world and their share are owned also by Toyota Motor Company. Their existance in Indonesia has bear an idea to built "national car" which it's production and marketing process are in Indonesia. They joint with Astra company to market Xenia and Avanza. This step is an efforts to continue the success of Toyota Kijang as the pioneer of "national car" project, also with producing the same vehicle which more reachable but still concern with the Indonesian needs for a family car. In a row with the improve of business and industry of Daihatsu, today Xenia has been compete with Suzuki by it' s product, APV. Xenia facing the phenomena where the customer not always attracted yet with a non-expensive price. Customer are very careful with not only seeing from the price factor, but also seeing the quality factor of product.

Customer Matrix Model is used to map the latest Xenia's competition and analyze today's Xenia's competitive strategy with a little help of SWOT Matrix to analyze internal and external company's strategy. In this case, Customer Matrix Model needs two important variables, they are *Perceived Use Value* and *Perceived Price* which both of them gained and processed from questionnaires which spread to the customers. And then formulate competitive proposal strategy with contribution from the existing and internal-external strategy after the mapping of the latest competition condition.

The research shows that Xenia still leading generally in global dimension such in performances, features, consistency, service reliability, esthetic, and easyness in the Customer Matrix Map. But in the detail dimension, Xenia should straighten up the aspects of machine responsivity, stability, instrument panel design, wheels, seats, spion mirror, machine and components durability, tools repair technology, brand image, and service time.

The result of company's internal-external analysis shows that today's strategy was still suitable to still makes the reachable product. Based on Xenia's *Perceived Use Value* and *Perceived Price*, Xenia still as the market leader. Although Xenia still as the market leader, Xenia needs to straighten up in many aspects. Customer product socialization should be more frequently do by not count on others product promotion which use Xenia as the prise and involving technique experts in marketing to convinced the customer about the product. Hope that Xenia not careless with the position in the market, and keep on the selling spirit through the Avanza.