ABSTRACT

In the globalization era every person must be able to speak English. Especially in the country that its national language is not English, such as Indonesia for example, clearly the need for English language proficiency is essential. It was seen from the proliferation of service that offers English language courses ranging from the scale of private, local, and national levels. The need to explore and master the English language is that because English language is known as the "international language".

This thesis aims to learn and understand the key success factors that are owned by the Wall Street Institute so that it can continue to grow and survive in the turbulence market and also aims to learn how differentiation can make a huge impact to boost up the Wall Street Institute business. With English as the common language of global business, demand for quality instruction is rapidly growing around the world – particularly in Asia. Through triumph innovation of the unique learning system, Wall Street Institute made a different among the competitor in this industry. They created a new way of learning English and become a new phenomenon.

Key Word:

Innovation, Differentiation, STP, Brand, Business Strategy, Marketing Mix, Growth.