

This research aims to 1). Analyze the effectiveness of achieving sales targets 2). Analyze trends in the next five years at Pabrik Rokok Sukun Kudus. Methode of the research is a case study that will be described quantitatively. This Research implemented at Pabrik Rokok Sukun Kudus located in the Gondosari, Gebong, Kudu, Cetra Java. The technique of collecting data by observations, interview and recording. Relating to the purpose of the research the analysis in this study are : To calculate the effectiveness of sales, an indicator analysis is used by amount of sales and the target of the sales, and To find the trend in sales of Pabrik Rokok Sukun Kudus, we used time series analysis. The result of the research showed that : Based on the average value of the effectiveness value obtained of 0,97. Because the ratio of the number of sales with its sales target smaller than 1 or ($0,97 < 1$), Then we can conclude the effectiveness of the achievement of its sales target at Pabrik Rokok Sukun Kudus have not been effective yet. And, sales trend at Pabrik Rokok Sukun Kudus In the next five years, with 3 methode analyze.

Keywords: Strategy, Sales, Trends, Effectiveness