

# ANALISIS STRATEGI BISNIS PT. XYZ UNTUK BERKEMBANG DALAM INDUSTRI SAAS

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This study aims to analyze the strategies that have been undertaken by PT XYZ to improve long-term strategy and see the opportunities that can be used to develop in SAAS (software as a service) industry. The analytical methods used to support the research with three stages, namely Input Phase, Phase Matching, and Decision Stage. These three stages can help identify, evaluate and select strategies in PT XYZ

In this study comparing the products of PT. XYZ is Sales] CRM with competitors in the SAAS industry that provides OW services. Competitors selected by the authors include: HashMicro CRM, EspoCRM, and Barantum CRM as one of the SAAS-based CRM service providers in Indonesia.

Based on the results of research that has been done by using three stages namely, in the first stage of PT XYZ able to take advantage of existing opportunities and minimize external threats, PT XYZ has greater strength than the weakness factor, but PT. XYZ are still under HashMicro because the number of services provided is still limited. While in the second stage, the SWOT Matrix recommends the SO strategy and in the SPACE matrix provides recommendations on aggressive strategies to keep its market share expanded, and the Internal-External Matrix recommends a grow and build strategy. In the third stage, QSPM provides three alternative recommendations, namely, product development strategy to continue to grow following the development of technology and the second alternative is the market penetration strategy and horizontal integration.

Keywords : Customer Relationship Management (CRM), SWOT Matrix, SPACE Matrix, Internal-External Matrix, dan QSPM.