

ANALISIS STRATEGI PERUSAHAAN MULTINASIONAL PT. SHINHAN INDO FINANCE DALAM MENGEMBANGKAN BISNIS DI INDONESIA

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To expand business into foreign country, company should determine several strategies to be succeed in the target country. Shinhan Card, as a biggest credit card issuer in South Korea would like to expand the credit card business in Indonesia. The company decided to acquire local company by targeting Indomobil Group as its partner to develop credit card business in Indonesia. Indomobil has a lot of subsidiaries and one of them being acquired by Shinhan become PT. Shinhan Indo Finance. In this study we will analyze strategy conducted by Shinhan Card to develop 1n in Indonesia. Using a deep interview from the manager and some staffs in PT Shinhan Indo Finance, we will analyze the strategy they used, for establishing credit card business. Result from interview will compare to the theory stated by Porter "Competitive Advantage of Nations" and Kotler "International Marketing Strategy", The finding from this analysis find out that the company has not fully implement good strategy to adjust local business circumstances and also still not able to compete with local competitor in credit card business.

Keywords: Shinhan Card, Shinhan Indo Finance, Competitive Advantage of Nations, International Marketing Strategy