

ANALISIS STRATEGI PERUSAHAAN DENGAN MENGGUNAKAN METODE QUANTITATIVE STRATEGIC PLANNING MATRIX (QSPM) PADA PT BSS

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The purpose of this study is to formulate the right strategy planning for developing PT BSS and to determine priorities the company development strategy that can be applied by PT BSS using QSPM. Research on the development of strategic planning at PT BSS has been done by analysing the internal and external factors.

The analysis is conducted to determine the strengths, weaknesses, opportunities, and threats owned by PT BSS internal and external factors analysis has been used to determine the current position of cooperation. The preparation of the strategy has been done by analysing the factors strengths, weaknesses, opportunities and threats of PT BSS using the SWOT matrix.

Alternative strategies have been analyzed using QSPM (Quantitative Strategy Planning Matrix) to find (nit t lit: alternative strategy that has the highest attractiveness score. The result of the matrix analysis QSPM showed that the cost leadership strategy is the alternative strategy which has the highest interest scores.

Keywords: QSPM, Strategic Analysis, SWOT Analysis