

## ANALISIS STRATEGI PT TIAHJA SAKTI MOTOR DALAM MENINGKATKAN DAYA SAING

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This research is aim to make the alternative strategies which will be implemented to increase company's competitiveness based on its internal and external environment factors that could affect the company. There are some factors of company's internal and external environment as Strength, Weakness, Opportunities, and Threats. The company need to analyze and make strategic to face competitor in the automotive industry.

The company needs strategic which could help the company compete with its competitor by maximize their strength and opportunities. Beside it company also needs to minimize their weakness and threats. The research use some methods such as (1) IFE and EFE matrix to find out the weights and ratings of each points of the factors that was obtained from respondents ; (2) SWOT matrix to find the new strategic options by combining each points of the factors ; (3) IE matrix to know which area the company is and to find and analyze the suitable alternative strategic that will be implemented to the company ; (4) QSPM matrix to find and analyze which strategic that will be implemented for the company.

This research was done and found that product development strategic is the appropriate strategic will be implemented. By using the product development strategic, we hope the company will able to increase their competitiveness because the company is supported by its long experience in handling automotive assembly. Beside of that, the opportunity due to the development in automotive technology is also still open widely.

Keywords Competitiveness, SWOT, WE, EFE, QSPM, IE Matrix