

PENGEMBANGAN BISNIS DI BIDANG EKSPEDISI PT.Z

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This research aims to find out Business Development for Expedition Company in trucking segment how to develop expedition business. How analyzed the development of external and internal factors from One of the Expedition Company. The factor of development seen by the SWOT analysis. After all the data has been collected, the data are analyzed by EFE matrix and IFE matrix, Porter analysis, SWOT matrix, and lastly by QSPM matrix. Analysis of the external environment seen from demographic factors, economic, political, and legal, social, cultural, technological, and competition. Then factor seen from factors internal marketing, organization, human resources, operations, and finance. Then by looking at the porter analysis of how the threat of new entrants, bargaining power of suppliers, bargaining power of buyers, the threat of substitute products and competition between rival companies. Then the results of the analysis EFE matrix and IFE matrix can be obtained on IE matrix analysis. Thus it can be seen from the results obtained strategy, that strategy there is an alternative that is superior.

The conclusions of this research are on the assessment results reflect that PT. Z has a huge opportunity. So PT. Z chose to do the first alternative strategy, namely the introduction of the company by providing a company profile to the company's other customers. Implementation strategy used is introduce Company Profile to consumers forwarding company in Indonesia.

Keywords External analyzed, Internal analyzed, EFE Matrix, IFE Matrix, TE Matrix, Porter Analyzed, and QSPM Analyzed.