

PENGEMBANGAN STRATEGI BISNIS PT. RADIO CHAKRAWALA GITASWARA

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The purpose of this research is to evaluate the best strategy that PT Radio Chakrawala Gitaswara should take in order to expand its business. The method used in this research is qualitative analysis with data collected from the management and conditions of PT Radio Chakrawala Gitaswara. There are 3 stages used in this research to find the best strategy, there are input stage, matching stage and decision stage. The evaluation of internal and external environments, and industry environment analysis are used for defining the input stage. The strategies used in matching stage are SWOT Matrix, IE Matrix, and The Grand Strategy Matrix and the decision stage use the Quantitative Strategic Planning Matrix. The results from the matching stage will be used for deciding the best strategy that fits with PT Radio Chakrawala Gitaswara. The Best Strategy defined by the Quantitative Strategic Planning Matrix for PT. Radio Chakrawala Gitaswara is Product Development.

Keywords: Marketing and Business development strategy, industry environment analysis (five forces porter), SWOT analysis, IFE, EFE, IE-Matrix STP, 7P 'As analysis