

ANALISIS STRATEGI BISNIS PADA PT. XYZ

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In past few years, Indonesian people have a lot of interest in travelling and other outdoor activities like hiking, camping, etc. People start to explore the beauty of Indonesia and it impacts to the increase in Indonesia tourism. This condition makes many people looking for stuffs to support their outdoor activities. This increasing demand stimulates many local companies produce outdoor gear and this market facing a tighter competition than before. The purpose of this research is to analyze the proper strategy for PT. XYZ in facing the market competition. Defining internal and external factors of the company are important in formulating the alternative strategies. Therefore, this research use descriptive qualitative method and using GPM Matrix, IFE Matrix, EFE Matrix, SWOT Matrix, IE Matrix, and Weta find out the suitable strategy which will help the company survive in market competition. In final result, the suitable strategy for PT. XYZ is developing the waterproof product (shoes and carrier) for tropical product.

Key words: External-internal Analysis, CPAI Matrix, IFE Matrix, EFE Matrix, IE Matrix, QSPM Matrix