

## STRATEGI BERSAING PERUSAHAAN PB TAXAND JAKARTA DALAM RANGKA MENINGKATKAN DAYA SAING

Oleh : Tania

This research aims to find out the best strategy for PB Taxand in Tax Consultant business during this periode, using Internal-External Matrix and SWOT Matrix by previously doing external analysis and internal analysis. The strategy result of that two matrices is market penetration and market development strategy. After that, the results of that two matrices are inputed into QSPM Matrix to be decided which one is the best strategy for PB Taxand. The conclusion of this result is l'B Taxand have implement a market penetration strategy. PB Taxand does require market concentration to utilize existing resources to penetrate existing markets in order to increase profit growth. Furthermore, this strategy result also has to be downgraded to fungtional divisions (such as marketing, finance, human resource) in order to run perfectly.

Keyword IE Matrix, SWOT Matrix, Market Penetration Strategy