

STRATEGI BISNIS PRODUK KOSMETIK PADA PT X DALAM MENGHADAPI PERSAINGAN USAHA

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This research aims to determine what strategies that PT X may take to increase its ability to face the competition in business, especially cosmetic industry. This research attempts to determine the strengths, weaknesses, opportunities and threats and how they influence the decision maker to decide which is/ are the best. The study was conducted by using questionnaires to measure the dimensions of SWOT Analysis, EFE matrix, IFE Matrix, SPACE Matrix, IE Matrix, Grand Strategy Matrix and QSPM. The results of this study show that the best business strategy for PT X is Product Development.

Keywords SWOT Analysis, Business Competition, Business Strategy