

STRATEGI BISNIS PT. XYZ DALAM MENINGKATKAN DAYA SAING DI PASAR HYGIENE INDONESIA

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The contribution of Jakarta's construction sector to 13.3% places this activity as one of the economic support for the capital city. The density of property developer activity and also building management in preparing the facility not only pay attention to the profit, but also must pay attention to government regulation especially Regulation of Minister of Public Works number 24 / PRT / M / 2008 dated 30 December 2008 regarding Guidance of Maintenance and Maintenance of Building. One of the components supporting a property in serving its visitors is the presence of means of cleanliness, beauty and comfort of the property. Washroom hygiene business is a business that is engaged in services sector that is not too popular in the market, because this business has a target market by way of business to business marketing is only known and used by some parties who require services washroom hygiene such as shopping centers, office buildings, hotels, Restaurants, and more. The formulation of the problem in this research is what are the strengths and weaknesses of PT. XYZ, and any opportunities and threats faced by PT. XYZ and what is the most ideal business strategy for PT. XYZ to improve the competitiveness of the company?

In this research theories used are strategy management, Business to Business (B2B), and strategic management planning.

This research type with qualitative approach. The research method used is interview, observation and literature study. Number of speakers is one person ie the owner of PT. XYZ. Qualitative data analysis with business attractiveness analysis in industry and environmental analysis.

The results of interviews and observations show the business strategy of PT. XYZ in improving competitiveness in Indonesian hygiene market can be done by using market penetration, market development and product development strategy. With a total value of 5.699 attraction of product development, it can be concluded that the business strategy of PT. XYZ in improving competitiveness in the hygiene market Indonesia needs to prioritize product development in order to compete in Indonesia hygiene market.

Keywords: Strategy Management, Hygiene, XY, B2B, Business to Business