

STRATEGI PEMASARAN UNTUK MENINGKATKAN DAYA SAING BIGMO PADA PT. ULTRA PRIMA ABADI

Oleh : Elvina Gunawan

This research is performed in order to determine the most effective business strategies to be applied for PT. Ultra Prima Abadi to face competition in the powder drink industry in Indonesia. This research is to determine the most effective business strategy by using three stages, containing of input stage, matching stage, and decision stage.

Research begins from the analysis of the internal and external of PT. Ultra Prima Abadi. The input stage using Internal Factor Evaluation (IFE) Matrix, External Factor Evaluation (EFE) (111(1 Competitive Profile Matrix (CPA1). Then it proceeds to do matching stage using SWOT Matrix, SPACE Matrix, BCG Matrix, IE Matrix, and Grand Strategy Matrix. Next stage is to determine the most effective strategy then leads to a decision by using Quantitative Strategic Planning Matrix (QSPM).

The conclusion of this research is to determine the most effective strategy for PT Ultra Prima Abadi to improve competitiveness using market development strategy. PT. Ultra Prima Abadi is able to develop the market by defining strategy for marketing, sales, finance, business operation, and human resources.

Keywords: EFE, Grand Strategy, IE Matrix, IFE, QSPM, SPACE, SWOT