

ANALISIS STRATEGIC BISNIS RETAIL UNTUK MENINGKATKAN DAYA SAING PT. XYZ

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This study was to analyze and formulate the best strategy for PT. XYZ. This study uses IFE, EFE, T, TOWS, SPACE and Matrix QSPM to get the best strategy for PT. XYZ. Source of data derived from observations, and interview of the parties PT. XYZ and literature studies and additional data related.

IFE matrix, EFE matrix is used to analyze the internal factor, external PT. XYZ which includes strengths, weaknesses, opportunities and threats to PT. XYZ. SWOT matrix will show a wide range of alternative strategies that can be done by PT. XYZ. From the analysis of the input stage to be obtained competitive factors which are then combined with the analysis that resulted in some further alternative factor which are then combined with the analysis that resulted in some further alternatives at this stage the decision is made suitable alternative option that best suits the needs the company with QSPM method

The conclusion of this study is "Grow" strategy, in which the PT. XYZ has sufficient strength to take advantage of existing opportunities. Thus the focus of the strategy should be developed include: product development, related diversification. In realizing this, PT XYZ is advisable to apply "developing market and differentiation strategy".

Keywords: IFE, EFE, SWOT, TOWS, SPACE, and Matrix QSPM