

STRATEGI BERSAING PT XYZ DALAM BISNIS SPBG

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This study aims to analyze and define competitive strategy for PT XYZ. PT XYZ is a company engaged in the field of natural gas energy supply through Gas Fuel Filling Station (SPBG). The gas fuel sold through SPBG is Compressed Natural Gas (CNG). CNG is an environmentally friendly gas. Its price is cheaper than fuel oil (BBM). Along with the incessant government to promote the use of gas fuel (BBG) in the form of CNG - as a substitute for BBM, and more competitive BBG price to BBM, it creates considerable opportunities for the Company to grow its business.

The author made a list of all matters related to the SPBG business by using management theories, ie, inventorying all constraints in the external environment and the internal environment of the SPBG business. The results of the inventory then, set out in the SWOT table. Moreover, from the SWOT table, the analysis is done with EFE IFE IE Matrix, Competitive Profile Matrix, SPACE Matrix, BCG Matrix, Grand Strategy. At the end, it can be concluded that the strategy needed by the SPBG business is Market Penetration and Product Development. The position of SPBG Business is in column V in IE Matrix, which is considered to be held and maintained. From the QSPM Table, the total attractiveness score for Market Penetration is 5,63 and for Product Development is 4,77, means that market penetration is the most interesting strategy for SPBG business - considering all relevant internal and external factors that influence the management decision.

Keywords: SPBG (Stasiun Pengisian Bahan Bakar Gas), CNG (Compressed Natural Gas), BBG (Bahan Bakar Gas), BBM (Bahan Bakar Minyak), EFE IFE and IE Matrix, Competitive Profile Matrix, SPACE Matrix, BCG Matrix, Grand Strategy and QSPM.