

PERENCANAAN STRATEGI PT. XYZ DALAM MENGHADAPI PERSAINGAN BISNIS

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PT XYZ is a private company specialized in mining, transportation and trading of ceramic raw materials established in 1978. The head office of PT. XYZ is located in Grogol, West Jakarta. During the last decade, the growth of the property and the changing of lifestyle led to an increasing demand for ceramics. But PT. XYZ experienced contradictory situation, because sales of raw materials continued to decrease and reduction of employees.

The purpose of this paper is to find a better company's strategic for escalating competitiveness to handle business competition. It consists of three steps. Step one is the input stage which is described in EFE Matrix, IFE Matrix and CPM. Step two is the matching stage that using SWOT Matrix, SPACE Matrix, and Grand Strategy Matrix. The final step is the decision stage which using QSPM

The result is PT. XYZ is advised to use market penetration strategy, recruit professional and competent employees, and notice to regulatory change.

Keywords : ceramic, raw material, strategic, input stage, matching stage, decision stage.