STRATEGI BERSAING METRODATA ONLINE
(PT MY ICON TECHNOLOGY)

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This research aims to find out a best strategy for Metrodata Online in commerce business during this digital periode, using internal-External Matrix, SWOT Matrix, and Grand Strategy Matrix by previously doing external analysis (PEST & industry analysis and internal analysis. The strategy result of that three matrices is market penetration and market development strategy. After that, the results of that three matrices are inputed into QSPM Matrix to be decided which one is the best strategy for Metrodata Online.

The conclusion of this result is Metrodata Online have implement a market penetration strategy. Metrodata Online does require market concentration lo gain more market share, because currently Metrodata Online rarely promotes to the public, so that the market share is still small in a very prospective market in e-commerce business. Furthermore, this strategy result also has to be downgraded to functional divisions (such as marketing, finance, human resource) in order to rim perfectly.

Keyword : IE Matrix, SWOT Matrix, Grand Strategy Matrix, Market Penetration Strategy