

STRATEGI BERSAING PERUSAHAAN PB TAXAND JAKARTA DALAM RANGKA MENINGKATKAN DAYA SAING

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This research aims to find out the best strategy for PB Taxand in Tax Consultant business during this period, using Internal-External Matrix and SWOT Matrix by previously doing external analysis and internal analysis. The strategy result of that two matrices is market penetration and market development strategy. After that, the results of that two matrices are inputted into QSPM Matrix to be decided which one is the best strategy for PB Taxand. The conclusion of this result is 1'B Taxand have implemented a market penetration strategy. PB Taxand does require market concentration to utilize existing resources to penetrate existing markets in order to increase profit growth. Furthermore, this strategy result also has to be downgraded to functional divisions (such as marketing, finance, human resource) in order to run perfectly.

Keyword IE Matrix, SWOT Matrix, Market Penetration Strategy