

STRATEGI PT TOTAL BANGUN PERSADA TBK DALAM MEMENANGKAN
PERSAINGAN BISNIS KONSTRUKSI

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Challenges that are faced by contractors get hard over time. Those challenges are requests from project's owner, competition with competitors, and technological development. Thus, the aim of this thesis is to compose a proper competitive strategy for the company. Data collection method that is used are interview and observation. This thesis starts from external and internal factors analysis, input stage analysis with EFE and IFE Matrix, matching stage analysis with SWOT and IE Matrix, and decision stage analysis with QSPM. After all of the analyses are conducted, there are six alternative strategies that are obtained. And then to realize those strategies, there are specific actions that should be carried out in the aspects of finance, marketing, human resources and operations.

Key words: construction, competitive strategy, strategic management