

PENGEMBANGAN STRATEGI BISNIS MENGGUNAKAN METODE IFE, EFE, QSPM, SWOT DALAM MENGELOLA BISNIS PT. XYZ

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This study aims to identify and find the best strategy for PT. XYZ using EFE, IFE, QSPM, SWOT methods. The source of the data directly comes from observations, questionnaires and interviews.

IFE matrix is used to identify internal factors, external companies in the method we can know the strengths, weaknesses opportunities and threats in the company of PT XYZ. SWOT Matrix can be used to perform alternative strategies to help PT XYZ. All the data from our company are analyzed and combined to get alternative strategies that will be used to perform QSPM analysis.

The key of this paper is that the strategy that has been created can create a good opportunity for the company by focusing on the strategy that is created and create a low cost strategy

Keywords : IFE, SWOT, QSPM