

Penyusunan strategi bisnis untuk meningkatkan daya saing bisnis jasa konsultan konstruksi (studi kasus: PT. Catur) = Arrangement of business strategies for improving business competitiveness construction consulting services (case study: PT Catur / Khairunissa Noermirzanthia

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Abstrak

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Era globalisasi menuntut bidang jasa konstruksi untuk selalu bertahan dalam menghadapi persaingan pasar yang semakin kompetitif Untuk itu diperlukan suatu strategi dalam upaya meningkatkan daya saing perusahaan Strategi tersebut dapat diketahui melalui analisis permasalahan yang muncul baik dari sisi internal maupun dari sisi eksternal perusahaan Permasalahan yang bersumber dari internal disebabkan faktor faktor yang terdapat di dalam perusahaan Sedangkan permasalahan yang bersumber dari eksternal berhubungan dengan hal hal yang diluar kendali perusahaan Laporan magang ini menjelaskan analisis terhadap kekuatan kelemahan peluang dan ancaman yang mempengaruhi PT Catur Teori yang digunakan dalam laporan ini adalah teori analisis strategi dengan menggunakan matriks SWOT dan matriks IE Sehingga dapat teridentifikasi faktor faktor internal dan eksternal yang mempengaruhi perusahaan Dari hasil analisis yang telah dilakukan ini diketahui bahwa posisi perusahaan cukup kuat baik secara internal perusahaan dalam menghadapi persaingan indutri jasa konstruksi maupun secara eksternal perusahaan dalam menghadapi ancaman yang ada Formulasi strategi yang dirasa tepat bagi perusahaan adalah dengan melakukan pengembangan pasar.

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ABSTRACT

The globalization era requires construction business services to survive for facing the increased competitive market Therefore strategies are needed to improve the competitiveness of companies which can be determined through analysis of problems which arise both from the internal and external side of the company Problems sourced from internal factors in the company caused by factors from within the company While problems sourced from external factors are beyond the control of the company This internship report identifies analysis of the strengths weaknesses opportunities and threats affecting the PT CATUR Theory used in this report is the theory of analysis strategy using the SWOT matrix and IE matrix therefore internal and external factors that influenced the company can be identified From this analysis can be discovered that the company position is solid to survived internally from competition between construction industry as well as externally Strategic formulation appropriate for company is by doing a market development.,

ABSTRACT Name Khairunissa Noermirzanthia Study Program Extention Management Title Arrangement of Business Strategies for Improving Business Competitiveness Construction Consulting Services Case Study PT Catur The globalization era requires construction business services to survive for facing the increased competitive market Therefore strategies are needed to improve the competitiveness of companies which can be determined through analysis of problems which arise both from the internal and external side of the company Problems sourced from internal factors in the company caused by factors from within the company While problems sourced from external factors are beyond the control of the company This internship report

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