

## Upaya persiapan usaha devisa ABS menyambut reorientasi bisnis menengah kebawah

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### Abstrak

"Think outside the box", This phrase is increasingly heard currently when we want to make a breakthrough that has never been thought before. When a company wants to progress there must be an innovation brought up by not forgetting evaluation on itself that has been done before. Normally innovation is brought up when there is an opportunity to win a competition. ABS is a company that has existed more than 100 year when this writing is made. This proves that this company is very mature in running its business.

Every company has the goal of gaining profits as much as possible by running its business efficiently and effectively. So is the case with ABS that desiring to going towards middle-down business segment.

Nevertheless, is ABS ready to reenter middle-down business class? For that reason, all that is only rhetoric if ABS is incapable to evaluate its internal and external environment factor. To do all that, ABS must comprehend the competency capable for in-depth evaluation, what strategy must be carried out, and why it has to be done.

The goal of writing this thesis is to analyze the strategy of preparing ABS foreign payment in welcoming middle-down business class reorientation. The method used in this writing is started by carrying out interviews with related parties and secondary data collection.

The results of this research shows that ABS has resources and technology not sufficient to support the strategies to be run, either from the aspect of Human Resource, the use of wide networks, or its technological investments.

The suggestion that we can give is: ABS should evaluate the strengths it has and its existing weaknesses and then fixing them in order to have added values for the coming competition.