

Strategi bersaing PT. Telekomindo Primakarya menghadapi pasar global = Competition strategy of PT. Telekomindo Primakarya in global market era

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Abstrak

Competition Strategy of PT. Telekomindo Primakarya in Global Market Era Research objective is analyzing the competition strategy that PT. Telekomindo Primakarya has to choose in competing with the other telecommunication companies both with local and foreign, for today and in future.

There are 2 objectives that we want to achieve from this research, (1) to identify internal factor and external factor of PT. Telekomindo Primakarya's business condition today and (2) to formulate the " competition strategy" that PT. Telekomindo Primakarya has to take in doing their business in Indonesia, facing the global market era to have the competitive advantage today and in future.

Methodology that used in this research is descriptive analysis with qualitative approach. First objective of this research will use SWOT Analysis, and the second objective will use Grand Strategy Analysis.

From the research is identified, that PT. Telekomindo Primakarya has 4 points of internal strength and 9 points of internal weakness in facing telecommunication business competition in Indonesia. This means PT. Telekomindo Primakarya is having weak internal position or weak internal condition.

Its also identified that PT. Telekomindo Primakarya has 4 points of internal opportunity that can be used as competitive advantage in doing their telecommunication business and 4 points of external threat that can reduce these competitive advantages. However, external condition of PT. Telekomindo Primakarya is ini effective position to use these opportunities and at the same time can minimize potential negative approach of the external threat.

To have competitive advantage in running their telecommunication business in Indonesia, PT. Telekomindo Primakarya has to decide their grand strategy to strategy ST. With this strategy, PT. Telekomindo Primakarya will use company internal strength to reduce and avoid the external threat.

Alternative steps that can give most effective way in actualizing the grand is giving chance to the company to achieve the condition of " two progress strategy" which is progress strategy. This strategy will reduce and avoid external threat and at the same time will cover and improved the internal weaknesses that company has.

Joint Venture is alternative that can be-choose at this moment to actualize the grand strategy which can give opportunity to the company to have condition of two progress strategy. However, PT. Telekomindo Primakarya also has to choose their local partner with companies that has potential in helping PT.

Telekomindo Primakarya to cover and improve the internal weaknesses and reduce and avoid the external threats.