

## ABSTRACT

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 Titlel : Business Plan: Expanding Market To The Philippine

This final report discusses business plan to expanding panel furniture market to the Philippine for PT. CSF which is the leader panel furniture manufacturer in Indonesia but a very small player in Philippine furniture market. Philippines offer a big opportunity for panel furniture exporting since there are no strong local panel furniture manufacturers. Most of panel furniture in Philippine are coming from Malaysia, Thailand, China and some from Indonesia. This study analyzed the external and internal market situation faced by PT. CSF, and what best strategies should PT. CSF applied to expand the market to Philippine.

Keywords: Business Plan, SWOT analysis, Furniture Industry.

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 Judul : Perencanaan Bisnis: Mengembangkan Pasar di Philippina

Karya akhir membahas perencanaan bisnis untuk mengembangkan pasar panel furniture di Philippina untuk PT. CSF sebagai pemimpin produsen furniture di Indonesia. Tetapi hanyalah pemain yang sangat kecil di pasar furniture Philippina. Philippina menawarkan kesempatan yang sangat besar bagi export furniture karena tidak ada produsen furniture lokal yang kuat. Kebanyakan panel furniture yang terdapat di Philippina berasal dari Malaysia, Thailand, Cina dan sedikit dari Indonesia. Karya akhir ini membahas situasi eksternal dan internal yang dihadapi PT. CSF dan strategy-strategy terbaik apa yang selayaknya dilakukan PT. CSF untuk mengembangkan pasar di Philippina.

Kata Kunci: Perencanaan Bisnis, analisa SWOT, Industri Furniture.