

ABSTRACT

This thesis aims to analyze the cause factors of ability decreased of the company to obtain of work packages (projects). Methods of data collection are interviews and questionnaires. Tools of strategy used include: Matrix of External Factor Evaluation (EFE), Matrix of Internal Factor Evaluation (IFE), Matrix of Competitive Profile (CP), Matrix of Threats-Opportunities-Weaknesses-Strengths (TOWS), Matrix of Strategic Position and Action Evaluation (SPACE), Matrix of Boston Consulting Group (BCG), Matrix Internal-External (IE), Matrix of Grand Strategy (GS), Matrix of Quantitative Strategic Planning (QSP). The results of the analysis of the Operational Strategy of Business Consultants as follows: Conducting Market Penetration, Development of Consultancy services, Retrenchment and Joint Venture.

Keywords: Operational Strategy of Business, Market Penetration, Development of Consultancy Services, Retrenchment, Joint Venture.



ABSTRAK

Tesis ini bertujuan untuk menganalisa faktor-faktor penyebab menurunnya kemampuan perusahaan dalam memperoleh paket-paket pekerjaan (proyek-proyek). Metode pengambilan data dengan wawancara dan pengisian kuesioner. Perangkat atau Alat Analitis Strategi (*Strategy Tools*) yang digunakan meliputi: Matriks EFE (*External Evaluation Factor*), Matriks IFE (*Internal Evaluation Factor*), Matriks CP (*Competitive Profile*), Matriks TOWS (*Threats-Opportunities-Weaknesses-Strengths*), Matriks SPACE (*Strategic Position and Action Evaluation*), Matriks BCG (*Boston Consulting Group*), Matriks IE (*Internal-External*), Matriks GS (*Grand Strategy*), dan Matriks QSP (*Quantitative Strategic Planning*). Hasil dari analisis tersebut berupa Strategi Operasional Bisnis Konsultan, yaitu: Melakukan Penetrasi Pasar, Pengembangan Jasa Konsultansi, Pencuitan Biaya (*Retrenchment*) dan Usaha Patungan (*Joint Venture*).

Kata kunci: Strategi Operasional Bisnis, Penetrasi Pasar, Pengembangan Jasa Konsultansi, *Retrenchment*, *Joint Venture*.

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