

ABSTRACT

The competition in the bushing business are more and more competitive. The quality of the product and the service to the customer will influence customer satisfaction and going concern of the company.

The purpose of this study is to formulate a business strategic for CV Dwi Sejahtera, which produce bushing for bus and truck engine. The strategic formulation was conduct with consider the external and internal factors of the company.

The data which are process were from external and internal company. The external data were considered by social and companys working environment. The internal data which are process was especially the factors which are influence the product which are propose. The strategic was separated based on strength, weakness, opportunities, and threats (SWOT).

On the input stage, was used External Factors Analysis Summary (EFAS) Matrix, Internal Factors Analysis Summary (IFAS) and Internal External (IE) Matrix. Based on the explanation above, the company will find internal and external factors which were become the key factor for the company to succes. The adaptation stage was the strategic formulation stage with TOWS matrix.

On the decision stage, the prime priority were to convince the quality, service, and customer satisfaction.

The outcome of the study was that the company on the growth position. Which mean the company has strength on the opportunity side than other company. And on the external environment the company has much opportunity.

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