ABSTRACT

Micro Business Development Strategy of EDO Bank

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This research were purposed to: (1) Identifying factors representing and threat faced by EDO Bank externally in developing micro business (2) Identifying factors representing feebleness and strength of exist in EDO Bank internally in developing micro business (3) Knowing micro effort strategy of most precise banking EDO Bank in the future.

After conducted research by using descriptive method two analysis of data with matrix is EFE and EFI, matrix IE and also SWOT analyses, the result give the following illustration:

1. Pursuant to analysis of external obtained by some opportunity of micro business namely: UKM sprout, government commitment to UKM, regulation of Local government No. 22/1999 about area autonomy, indicator of positive economic growth, Technological growth, Growth of labor force which are positive, and degradation of rate of interest SBI. While threat faced is imposition of area tax to add PAD, governmental policy about electricity tariff, policy about oil fuel, governmental policy hit import of fundamental requirement, rule of law factor, democratize climate impressing place forward social strength socialize, factor of safety which not yet stabilized, still lower of information about micro business and the market not yet educated in exploiting of bank service. External factor is hereinafter analyzed by using matrix EFE, and got a total value is 2,85. This means that totalizing the value yielded by EDO Bank is good relative in face of external environmental growth. In another words that EDO Bank can exploit opportunity and able to avoid existing threat.

2. Internal analysis through yielded by functional approach of EDO Bank strength namely the widespread job network, promotion which intensively related to micro business, ability give micro credit [is] in gross compared to a specified goals, commitment to development human resource. Ability human resource in managing micro business, and ability company’s finance and working capital, meanwhile feebleness is application of risk management not yet optimal, cultural change work rather tardy, system and procedure not yet entirely orientation at technological exploiting consumer still be limited, technological system not yet been decentralized and authority micro officer not yet been decentralized in an optimal. Internal factor analyzed using matrix EFI and as a whole the result equal to 2,77 meaning that internally position EDO Bank is strong enough.

3. By using analyzer instrument of matrix Internal External EDO Bank position be at incoming cell V in category maintain and take care strategy, its meaning that analyze result is causing EDO Bank have to relate at public strategy which must be conducted if stay in maintain and take care is conduct market penetration and develop product.

4. From matrix SWOT got by three alternative of strategy that is market penetration, market development, and product development. Analyze the data yield some alternative of strategy that can be executed by EDO Bank in developing micro business so that to yield decision of strategy can use matrix QSPM with sequence of strategy and the implementation in operational unit following:

1. Market Penetration Strategy conducted by cooperation with departmentally and the other institution which care to develop micro business.

2. Product Development Strategy conducted through (a) Create and develop system policy of Micro business including product, SDM, marketing and other which is adapted for by character of micro business and (b) Extend scope of potential market with form of creation of skin which can push micro business through " organic growth" and also " inorganic growth".
3. Market Development Strategy conducted by through (a) Extend region of operational with addition sum up outlet ULM at among of region/area having potency of business for development of Micro business. (b) The continual evaluation and Socialization to growth of micro business and (c) create segment of new market, especially addressed for consumer which enough concern with problem pricing/interest and (d) untile opportunity of micro business through strategic alliance with financial institution and institute the non finance.