Strategy Formulation, PT. Unitex Tbk.

Abstract

The purposes of this research are to identify and analyze the internal and external factors which are mostly affect PT. Unitex’s competitive position in Indonesian textile industries, to formulate the strategy which to be use by PT. Unitex Tbk to compete in Indonesian Textile industry, and the last is to give recommendation strategy and its alternatives for PT. Unitex Tbk.

Research methods used in this study are as follow: case study, five force’s porter analyzes used to point out competitive levels in industrial environment by analyzing five industrials strength, formulate company’s strategy with its internal and external analyze using the Internal-External Matrix and the last is SWOT analyzes.

The outcomes from the research are several strategy alternatives recommended for the PT. Unitex TBK, they are: first is alliance strategy, next is move company’s export to countries which are not first market such as Middle East, South Africa and Latin America. Market development to non-quota countries is one of company’s opportunities. Continuous product improvement and promote new product items. Another recommendation is company must increase employee’s skills and ability through training in management and technology.