SUMMARY

NURUL HIDAYAH. Business Development Strategy of Bamboo Furniture CV. Suratin Bamboo for Domestic Market. Supervised by BUNASOR SANIM and AGUS MAULANA.

The utilization of timber forest product in Indonesia was progressively increasing to fulfill the industrialization need. The impact of this condition is disproportional of forest ability to produce timber and to rehabilitate so that the quality of forest and environment become decrease. Some industry base on timber can substitute their raw material with another forest product. Bamboo is one of the non-timber forest products which potential to substitute timber in many kind of industry. Furniture industry is one of the industries that can use bamboo as substitution of timber as its raw material. Indonesia is the third largest producer bamboo in the world after India and China. There are 160 bamboo species in Indonesia from 1400 species in the world (11%).

CV. Suratin Bamboo is one of furniture companies that produce bamboo furniture. Sales of bamboo furniture continued increase from year to year with the most sales coming from foreign (export) with percentage almost 70% every year. Global economy crisis in United State and Europe had negatively impact to the company sales. The instability of economic and political abroad makes company can not only continually rely on foreign market but also have to think about potential of domestic market.

This study has three main objectives that include the following: 1) to analyze internal and external conditions that affect bamboo furniture business development of CV. Suratin Bamboo in domestic market; 2) to formulate strategy for bamboo furniture business development of CV. Suratin Bamboo in domestic market; 3) to determine priority strategy for CV. Suratin Bamboo to develop bamboo furniture business in domestic market. This study was conducted from October until December 2012 in CV. Suratin Bamboo, Bogor. The data which is used in this study is primary data and secondary data. Primary data collected from respondents while secondary data collected from Central Bureau of Statistic; Bogor department of industry and commerce; and company. Sampling method used purposive sampling with eight respondents. Analysis data methods which are used in this study: descriptive analysis, internal-external condition analysis, SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis and QSPM (Quantitative Strategic Planning Matrix ) analysis.

Based on external factor analysis there are five factors of opportunity and four factors of threat. The opportunities are: 1) National Bamboo Declaration; 2) Indonesia as potential market; 3) the diverse of Indonesia cultures; 4) increase the middle class of Indonesia society; 5) Indonesia is the third largest of bamboo producer in the world. The threats are: 1) ACFTA agreement; 2) difficulty of patent; 3) Indonesian people prefer uses import product; 4) the low number and capacity of national designer.

Based on internal factor analysis there are seven factors of strength and six factors of weakness. The strengths are: 1) the division of labor and job description is clear; 2) high employee loyalty; 3) able to produce three types of quality product according to the market segment; 4) provide customer pickup, delivery
and assembly of knock down furniture; 5) the product have a good quality; 6) guaranteed availability of raw materials at affordable prices; 7) have a SOP (Standard Operational Procedure) in production process. The weaknesses are: 1) the owner dominate decision making; 2) almost all of the employees have low education; 3) lack of marketing employee; 4) the price of product is more expensive than the other; 5) the limited of capital; 6) research and development is limited to the design. 

SWOT 4 quadrants showed company position is in the first quadrant (growth). Three strategic alternative which is formulate for company in the first quadrant namely: product innovation, open new outlets, and to create brand product. QSPM analysis showed that the first priority strategy is product innovation, the second priority is to create brand product, and the last priority is open new outlets.