SUMMARY

AMIR SUPRIHANTORO. Strategy Planning Analyze of Pudjiadi And Sons Ltd. Supervised by RIZAL SYARIEF and KIRBRANDOKO.

Pudjiadi and Sons Ltd was established in 1970 is the Holding Company which is focusing in hotel business. Hotels that directly under the management of Pudjiadi and Sons Ltd called The Jayakarta Hotels and Resorts. Increasing business activities and people mobility give a positive impact on corporate earnings growth. Revenue growth of companies that are in a positive number does not mean the company always be in the safety zone competition in the hotel industry. Competition in the hotel industry would be a challenge for hoteliers. Therefore Pudjiadi and Sons Ltd needs strategic planning that also related to strategic architecture planning. This planning is expected to organize and develop the business units owned by Pudjiadi and Sons Ltd in the middle of dense competitive hotel industry.

This study aimed two objectives, analyzing the vision and mission of the Pudjiadi and Sons Ltd and perform appropriate repairs if necessary and formulate strategic planning of Pudjiadi and Sons Ltd in order to develop the company's progress and intensity in the face of tight competition going forward.

This study shows that the vision and mission of the company which is in accordance to this research is "Being Indonesian hospitality company with a global scale which has sustainable growth to give benefit for stakeholders with reference to the values of national culture". The proposed mission is to be the best in the hospitality industry by providing excellent service and products to customers; prioritize positive attitude and good performance in corporate governance; profit-oriented and give optimum benefit to stakeholder and shareholder; grow and develop with innovation and continuous creation; uphold and implement the "core value" (the value of philosophy) company and the values of the national culture; social responsibility to the community and the environment.

Strategic planning Pudjiadi and Sons Ltd is to stay focused on the core business in hotel business with the global scale of its services to get a broader market segment of the hospitality industry. Therefore Pudjiadi and Sons Ltd will also strengthen the lines of communication and information technology, human resources and line of product development efforts such as the establishment of the school of hospitality, construction of malls and conference centers, and amusement parks. Company's future will be more intense selling hotel operator services. It is considered very efficient and profitable future for the company due to the increasing land prices.

Key words : Strategy Planning, Pudjiadi and Sons Ltd, Hotel, IE Matrix, Boston Consulting Group.