ABSTRACT

A Business Strategy Formulation to Market Sempur Park Hotel

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Sempur Park Hotel is one of local hotel company in Bogor. Sempur Park Hotel was start at 2008 and still developing its own product. The tight competition by local, national, even international hotel have impact on Sempur Park Hotel business activity. Those impacts have forced Sempur Park Hotel to formulate a strategy to develop Sempur Park Hotel as suggestion for Sempur Park's management in order to face current business competition. This study is a descriptive case study using primary and secondary data which was collected from questioners, interviews, observations and literatures. This study followed three steps process. First step was data input using IFE matrix, EFE matrix and Importance Performance Analysis Method. Second step was matching step using IE and TOWS matrix. Third step was making decision using QSP matrix. Total score of IFE matrix was 2.730, whereas EFEmatrix was 2.628 This put Sempur Park Hotel into V quadrant (The hold and maintain quadrant) in frame of internal-external matrix with appropriate strategies are Market Penetration, Product Development. As a general the objective of both strategies is as intensive and diversification.

SWOT analysis gives 6 alternatives strategies, which are Financial Management Strategy and Invest, Restructuring the Organization and Develop the quality of Human Resource, Cost Reduction Strategy / Efficiency, Product Development Strategy, Marketing Development Strategy, Strategy to have a good relationship with the government and surrounding community. The four strategy then be ranked to choose the suitable and attractive ones using QSPM matrix, Financial Management Strategy and Invest has been chosen as the top priority to be implemented as appropriate strategy in Sempur Park Hotel.

Keyword : Strategy Formulation, Sempur Park Hotel, Marketing, I/E Matrix, SWOT, QSPM, QSPM, Promotion, IPA