Strategic Planning of CV. Suratin Bamboo
Moh. Dimas Arif Wicaksono

Suratin Bamboo is a company engaged in bamboo furniture business with local and export markets. Currently the company is in a good period of growth where sales continue to rise annually. By achieving a better and more demand for these products, CV. Suratin Bamboo expected to have a good strategic planning for an increasingly competitive rivalry in the bamboo furniture industry and the many newcomers who enter. The purpose of this study were to (1) compile the company vision and mission; (2) analyze internal and external factors that affect business development and growth of company; (3) formulate company strategy alternative; (4) determine the strategy priorities; and (5) formulate strategic action plan for achieving goals and targets. This research uses descriptive method with the case study approach. Data collected in this study consisted of primary and secondary data. The data processing method performed by analysis of the Internal and External, IFE and EFE Matrix, IE matrix, SWOT and QSPM. Result from overall analyse are that we recommend strategic planning to company wich are: (1) Product and market development; (2) Increasing capacity and production infrastructure; (3) Increasing services, quality and network; (4) Increasing company competitiveness; (5) Improving the quality of human resources and production; (6) Develop marketing network; and (7) Building strategic partnerships. It is expected that these strategies can make the company grow and develop in line with it’s vision to “Become Leading Furniture Companies with International Quality Bamboo-Based”.

Keywords: Strategic Planning, Bamboo Furniture, Vission and Mission, IFE, EFE, SWOT, QSPM.