Strategic Formulation for Tin Company PT Mitra Stania Prima in anticipating of globalisation

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The purpose of the research generally is to analyse and determine the alternative strategy of PT MSP to be able to enter the world tin market through added value, whether from the product itself or from the marketing strategy, which will be done through external environment analysis, as well as within internal company and also analysing tin industry for the future (industry foresight). The method of the research is to analyse the company vision and mission, industry environment analysis, foresight industry, internal environment analysis (IFE) and company external (EFE), internal external matrices analysis, SWOT analysis, and QSPM analysis. The collecting of the data was done in three category, internal respondent questionnaire, external questionnaire, and deep interview with experienced professional in tin industry.

The result of the research shows that PT MSP current position is on kwadrant V according to DAVID (2009) and should be manage with general strategy Hold & Maintain. Based on industry environment analysis, the strategy alternative which can be implemented by PT MSP in the future is to make stronger positioning of the company through assurance and consolidation of the internal company, sourcing more of the raw material which can be implement by additional new mining area also by anticipating macro condition in early stages. As market aspect that PT MSP will take is to create the JAKARTA TIN MARKET to be able to involved in controlling the world tin market

Keywords: Strategic Formulation, Vision & Mission Analysis, Analisis Lingkungan Industry, Foresight Industry, IFE (Internal Factor Evaluation), EFE (External Factor Evaluation), Matrix Internal External (IE Matrix), SWOT (Strengths Weaknesses Opportunities Threats) Analysis, QSPM (Quantitative Strategic Planning Matrix) Analysis.