ABSTRACT

PT. Titan Cipta Sinergy is one company that is engaged in the mechanical contracting services, electricity and oil & gas. During the run the business, PT. TCS does not have a strategy to grow the company. As experience has been owned by PT. TCS, the company wishes to form a company based geothermal energy in this case. It is supported by government policy to find new and renewable energy such as electricity generation, as well as assistance from the government investment. The main objective of this study is to analyze the internal and external factors that can determine what the strengths, weakness, opportunities and threats of the company. Prioritizing corporate strategy and corporate strategy into five years work program. The results of this study provide value IFE and EFE matrix of known internal value is equal to the total score of 2.99 and 2.91 the external IE matrix is known the company's position in the quadrant V, which indicates that the company is in a position to hold and maintain. Operational strategies that can be applied in the work program is to conduct market penetration and product development. It can be concluded that the company actually has the opportunity to achieve energy-based company, but the organization has not been well known in the company, it would require specific strategies to improve marketing, especially in Indonesia. Listed company strategy towards energy-based contracting company, such as is done by: 1. Perform repair system of internal controls specifically corporate management, fund management and SOP systems company, 2. Improving working relations to anticipate the disadvantage of the limited capital, 3. Improving relationships with suppliers and business clients, 4. Adding to the marketing channel that has never reached before and 5. Conducting market development by increasing the continuous innovation of the contractor.

Key Word : Strategy, IFE – EFE Matrix – SWOT - QSPM