The research purposes are (1) to identify the internal and external factors that caused the bad performance of Cargo unit, (2) creating alternative strategies for NCS Cargo unit, and (3) identifying the priority rank of all the strategy alternatives for NCS Cargo unit.

In this research, primary data was collected through direct interview with questionnaire and direct observation. Secondary data was collected through internal company data and literature. The first step of this research is identifying the internal and external factors. Data analysis used SWOT analysis, and QSPM analysis.

The result from this research showed that the performance of Cargo unit at NCS was influenced with 9 internal factors (7 strengths and 2 weaknesses), and 15 external factors (6 opportunities and 9 threats). Based on the SWOT analysis was resulted there are 18 alternative strategies was created. Those strategies separated to 7 SO (Strength – Opportunity) strategies, 5 ST (Strength – Threat) strategies, 3 WO (Weakness – Opportunity) strategies, and 3 WT (Weakness – Threat) strategies. Based on the respondents perception in QSPM analysis, the strategy “the promotion activity with touring until outlying districts in Indonesia, and introducing all of the Cargo’s services to the people”, is the first priority strategy.

Key words : Strategy alternatives, internal factor and external factor, SWOT analysis, QSPM analysis.