ABSTRACT

Strategy Formulation for Clothing Business; Case Study Robinet Clothing

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The general objectives of this research were to (1) analyze condition of clothing industry competition faced by Robinet Clothing (2) analyze external and internal factors that influence business development of Robinet Clothing (3) formulate alternative strategies for Robinet Clothing business development; and (4) priorities strategy for Robinet Clothing business development.

Sampling was selected purposively consisting experts and Robinet Clothing stakeholders. Data analysis used were Porter’s Five Forces Model, both internal and external strategic factors evaluation, SWOT (Strengths, Weaknesses, Opportunities, and Threats) matrix and QSPM (Quantitative Strategic Planning Matrix).

The result of this research showed that the priority of strategy for Robinet Clothing business development are to expand market share by increasing the relationship with distro in Jakarta and Bandung, and potential communities.