Strategic Planning of Bandung Giri Gahana Golf and Resort, year 2008-2013

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The main purpose of this research is to formulate Bandung Giri Gahana Golf and Resort strategic programs for the next five years based on BGGGRs current position and product mapping. This research used a descriptive method with qualitative and quantitative approach, using several techniques to support and guarantee the results of this research. The analysis shows that, in general, the BGGGR internal and external positions are quiet strong although there is still a weakness on few elements. After comparing all of the results, the conclusions revealed from this research are 1) Human resource evaluations and improvement of eligibilities will play an important role on the successful of BGGGRs; 2). To adapt and building BGGGRs competitive advantage on the turbulence business environment, beside human resource, new vision statement and the new way to communicate it inward and outward, are needed as the basic foundation of the company; 3). To compete with the future, BGGGRs strategies development must be focus on it’s core product, golf; and to do aggressive market penetration.

Keyword: Golf, Business Environment, Market, Vision, Product Positioning and Product mapping, Strategic programs