SUMMARY

INNAS ROVINO KATURUNI. Business Strategic Planning of Made of Rubber Spare Parts (Case Study: CV Regina Eka Pratiwi). Supervised by ARIEF DARYANTO and AGUS MAULANA.

Automotive industry is one of the industry that grow rapidly in Indonesia. According to the statistical data, sold vehicles per annum are growing. Demand of vehicles that increase can affect the demand of spare parts. One of the manufacture company that produces made of rubber spare parts is CV Regina. The growth of automotive environment in Indonesia It is shown with CV Regina’s long term plan through their vision and mission. This research aimed at analyzing condition of the of CV Regina’s business enviroment, formulating the business strategic planning for CV Regina, recommending the strategic policy and action plan on the strategic business planning for CV Regina.

This research was conducted at CV Regina from April until May 2015. This research was used purposive sampling on the managerial board that is supposed to understand the company condition with questionnaire for tool and descriptive-quantitative approach. The step and method used namely to analyze the main cause of company problem, to conduct stakeholders’ analysis, to conduct internal and external environment analysis through SWOT analysis, to do IFE and EFE analysis, IE matrix and SWOT matrix analysis, to formulate priority strategy of the company through QSPM method, and to formulate the company action plan.

The output obtained that the company still has many weaknesses that are preparation of financial data, PO, invoice, and GR is less precise, yet have ISO quality certification, handling touble slow machines , training of employees is still lacking, and the 50% average linestop. The existence of opportunities that are increase sales, increase in the automotive industry, large corporate customers and the strength could be producing 30% of production PT Indokarlo, have sufficient manpower, as well as updates check sheet resulting company can still operate with the powers that be. Threats experienced by the company is the fulfillment rate is not the maximum price, the general lack of adequate infrastructure, increase in minimum wages, electricity, fuel, and currency weakening. The opportunity causes the company still able to operate with the existing power. The weaknesses’s obtained score in IFE is higher than the strength, the opportunity score in EFE is higher than the threat. Obtained strategy on IE matrix is harvest or divest strategy. Alternative strategies that are applied based on the position harvest or divest is a retrenchment strategy. The compiled program is three month-basis based on the annual goal of the company. The programs are also compiled based on the company’s responses on the internal and external factors.

Keywords: automotive, made of rubber-spare parts, planning, strategy.