ABSTRACT

Strategic Planning of General Insurance Business
(Case Study PT. Asuransi Intra Asia, Jakarta)

Oky Cahyawanda

The aim’s of this research is to analyze internal factor evaluation and external factor evaluation in PT. Asuransi Intra Asia General Insurance Jakarta and also to formulate alternative strategy for the company in order to compete in the industry.

This research has used secondary and primary data which is taken by a focus group discussion to a top level management in order to identify internal and external factor that influence the company and also formulate alternative strategy.

The result of the Internal Factor Evaluation (IFE) and External Factor Evaluation (EFE) helps to decide which position are the company in the Internal External Matrix (IE Matrix). The IE Matrix consists of six quadrants where each quadrant represent three categories that will determine company strategy. The categories are grow and build (I,II,IV), harvest and divest,(VI,VIII,IX), and hold and maintain (III,V,VII). After getting the quadrant of IE Matrix, the process will be continued by using AHP to find alternate strategies for the company.

Analytical Hierarchy Process (AHP) is being used to set priority of alternative strategies that has been stated by top management that being recommended by IE Matrix. The decisions of which strategy that will be used by company are decided in this stage. This process begins with the set of hierarchy that consists of several level that started with focus, factor, actor, aim, and strategies.