SUMMARY

PRIMASTI RAMADHANI. Development Strategy Of Gold Trading Company (Case Study in PT XYZ Jabodeta Area). Supervised by LUKMAN M BAGA and BUNASOR SANIM.

Gold has been tested for its strength as a precious metal with a high economic value which has been known to the world civilization since long time ago. At present, gold is used in various industries, medicine, electronic and as currency. This study showed the strategy for the development of PT XYZ engaged in the gold buying and selling business by using the strategy of Business Model Canvas (BMC). The initial business model analysis was conducted through the assessment of 9 elements of model canvas to determine the current condition of company's business. Further analysis was performed by assessing the strength, weakness, opportunity and threat (SWOT) of each element of BMC to find which elements and things should be improved and developed from the initial business model.

The improvement of business model was then created based on the result of the SWOT analysis of each element of BMC. The next research step was performed through the Blue Ocean Strategy to create new opportunities as competitive strategy in the buying and selling business of gold. The results showed that the initial conditions of the company were determined through the 9 perspective elements of the business model canvas and then were proceed through a SWOT analysis of each element of business model to determine which elements need to be improved. From the analysis result, input for the company to make improvements on the business model that primarily has existed, particularly on the element of revenue streams, cost structure and key activity, was obtained. This improvement business model is expected to increase the efficiency and effectiveness of the company’s activities.

The next stage conducted in this study was done by creating a business model based on the perspective of blue ocean strategy to find new opportunities that can be developed by the company in order to compete with competitors and to generate an alternative business model that can be used as a reference for the development of PT XYZ. Before applying the first business model, it is better for PT XYZ to implement the improvement business model which has been made to create a supported condition for the company before developing new business models. In general, company can still run the improvements business model and the alternative business models simultaneously in one branch; therefore, this can be a part of the diversification of income and cost. However, it is better if the two business models are managed by two different teams as this business model has two different directions. Discipline in making regulations, products and policies need to be improved so that company can focus on developing and implementing marketing strategy. Besides, consistency in the decision making impacts on company's progress that will be more measured.

Keywords : blue ocean strategy, bmc gold trading company, swot analysis.