

## SUMMARY

NAWANGWULAN RATRI DEWI. Formulation of Business Development Strategy of XYZ Salon. Supervised by Sukardi and Setiadi Djohar

The enhancement of Indonesian society economical become opportunity for business sector. Business world is currently experiencing rapid growth. One of service business that has increased rapidly is beauty salon business.

Big cities became one of supporters in the growth of the salon service sector, such as Bogor which has large number of population. With 1 064 687 total population, consist of 540 288 male population and 524 399 female population and 48,86% female as a working women. Those large number of female population is a good market for growth of this business sector. One of beauty salon in Bogor is XYZ Salon. XYZ Salon has 11 outlets in Bogor. In order following the success, XYZ Salon will expand the market outside Bogor.

The research aims to: 1) identification business process of XYZ Salon; 2) identify strenght, weakness, opportunities and threats for XYZ Salon; 3) formulate alternative strategy for market expansion 4) formulate priority strategy that can be used for XYZ Salon business development. Data analysis methods used in this research 1) describe XYZ Salon business process by using descriptive analysis; 2) internal environment analysis using Internal Factor Evaluation (IFE) method, external analysis using External Factor Evaluation (EFE) method and formulation of alternative strategies and programs of XYZ Salon business development by using IE (Internal - External) matrix; 3) formulation of alternative strategy with Matrix SWOT method; 4) formulation priority strategy using QSPM (Quantitative Strategy Planning Matrix) method. The result of identification analysis internal and external factor, XYZ Salon position in cell II with grow and build strategy. The strategy that must be done by the company is an intensive strategy (market penetration, market expansion, product expansion). Result from SWOT matrix, obtained priority strategy from QSPM is market expansion with open new branch in other city such as Jakarta, Depok, Bandung and Bekasi.

*Key words: EFE, IE, IFE, QSPM, SWOT*