SUMMARY

SIFNA AUDIA QALABI. Competitive Strategic Development Audia House of Beauty. Supervised by RIZAL SYARIEF dan HARTISARI HARDJOMIDJOJO.

Business challenges in the beauty salon and spa industry are unique compared to other competitors so that they can attract customers as one of the advantages of a sustainable competitive strategy. Competition among similar companies is getting tighter because competitors in the field of beauty services are increasing, volume is increasing and technology is growing rapidly.

One of the salon and spa business is Audia House of Beauty which is one of the many salon and spa businesses in the Bekasi area that have the potential to be developed. The salon must improve its performance so that it can compete with other salon salons that have their own advantages in consumers. This study aims to: 1) identify the attractiveness of the salon and spa industry in the city of Bekasi to find out the position where the company can compete with other competitors; 2) analyze the ability to compete Audia house of beauty with other competitors; 3) drafting the right business strategy for the Audia house of Beauty in an effort to increase competitiveness in the city of Bekasi.

Descriptive method is used to identify factors related to the attractiveness of the salon and spa industry in the city of Bekasi and to know the position where the company can compete with other competitors. Another descriptive analysis tool is the five forces porter used to determine the level of competition in the industrial environment of a company. And stakeholder engagement analysis to identify stakeholders who have involvement with Audia House of Beauty.

The results of the GE Mc Kinsey matrix will generate the level of industry attractiveness and business position of the company that will pay attention to indicator indicators derived from internal and external variables. The company is in a selective investment position where the company is good to grow based on market segments and specialization is needed as a differentiator with similar companies. The results of the five forces porter analysis based on descriptive analysis can be said that the competition of similar companies, newcomers, and bargaining power of consumers is stated high so that it is good to develop. While the bargaining power of suppliers and substitute product development is declared low so it requires more development to develop in order to be able to compete with other competitors. Stakeholder grouping aims to facilitate companies in designing competitive strategies. The competitive strategy is expected to increase the company's market share and be recognized by consumers.

Keywords: five forces porter, Ge McKinsey matrixs, stakeholder engagement, competitive strategy.