SUMMARY

PRIYO KUS AMBODO. The Formulation of Business Strategy at PT Robotaqua Indonesia. Supervised by AJI HERMAWAN and KIRBRANDOKO.

Air pollution has become an environmental issue that is often found in big cities. Air pollution can occur both outdoors or indoors. To avoid the exposure of outdoor pollution, almost 90% of human activities is indoors. However, Chandra (1992) revealed that as many as 400 to 500 million people, especially in developing countries faced with the problem of indoor air pollution. To overcome this, PT Robotaqua comes with an air purifier. Since its establishment in 2013, the company has experienced good business growth. It can be seen from the increase in income from 2013 to 2016 which reached an average of 12% each year. However, at present, the company has faced problems in several aspects of the business which have caused sales to be hampered and declining the company’s business performance.

Various problems faced by PT Robotaqua were suspected because of the unpreparedness of the business strategy that had started to run the business from the beginning. This research aim is to formulate the strategy that can overcome the problems at hand. The study used a descriptive method with an analysis tool in the form of a SWOT matrix. Respondents used in the study include the board of directors who have the authority to determine the direction of the business policy that the company will take. The method of the data collection is done through observation, Focus Group Discussion, and literature review.

The results of the FGD agree on 3 (three) key criteria that can be used to determine the priority of the strategy, namely 1) can overcome the licensing problems, 2) can increase income, and 3) can add new revenue sources of the company. Based on the three criteria, 5 (five) selected strategies are to improve the efficiency and effectiveness of inventory management, periodically update licenses regulation, increase sales incentives, develop market share, and improve after-sales services. The managerial implications of the company based on this strategy are to improve inventory management, periodically monitor import licensing policies and improve employee engagement programs to improve sales performance.

Keywords: business strategy, Robotaqua, strategy formulation, SWOT