Analysis of Business Performance to Decide The Strategies or Developing The Small Industry (The Case of Wood Statue Handcraft in Gianyar District - Bali)

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Abstract

The research is conducted to recognize the obstacles in developing small industry, by identifying the factors influence to the woodcraft selling price, analyzing cost structure and profit margin, annual data studies and procedures toward increasing the number of cost-sharing methods. The result shows that lack of marketing and design innovation were the factors of obstacles in developing the strategy. The strategies to improve the strategy are (1) developing small marketing places, (2) increasing the promotion, (3) controlling the production costs, (4) increasing the profit margin by 20 to 45 percent of its cost, (5) doing standardization in employees' remuneration, (6) increasing in the stakeholders role, and (7) maintaining the raw material and working contract in this research about development. The research result provides that the research toward increasing the number of cost-sharing methods and the strategies to improve the strategy.