Strategic Analysis To Face Environment Changing
At PD. Cipta Agung Jakarta

Abstract

The purpose of this research is to identify and analyze internal and external factors that influence PD. Cipta Agung in formulating the competitive strategy to face environment changing. This research is conducted in the strategic management area, specifically in analyzing strategic formulation.

The research used three steps analysis. The first step is internal and external audit which showed in internal and external factor evaluation. Then the second step is compare the internal and external matrix with TOWS matrix. And the last step is to make decision using QSPM to select which strategy could be used.

The result from internal audit evaluation ended a score 2,613 and external evaluation ended a score 2,359. From both evaluation, PD. Cipta Agung is being positioned at fifth quadrant (Hold and Maintain area) at internal-external matrix with appropriate strategies are market penetration and product development. Through TOWS matrix, several alternatives strategy obtained, They are market penetration, cost benefit, replacement machine and increase employee skill. The priority strategy selected that suggested to be implemented is Market Penetration.