Strategic Planning of PT. Xab Industrial Service

Abstract

The purposes of this research are to analyze the internal and external factors which are mostly affect PT. Xab Industrial Service competitive position in workshop electrical rotating machine industry, to formulate the strategy which to be use by PT. Xab Industrial Service, and the last is to formulate company’s goal, target, and also long term and short term action program in order to achieve the company’s goal and target PT. Xab Industrial Service.

Research methods used in this study are as follow case study, five force’s porter analyzes used to point out competitive levels in industrial environment by analyzing five industrials strength, internal and external analyze using the Internal Factor Evaluation Matrix and External Factor Evaluation Matrix and the last is formulate company’s strategy with SWOT analyzes.

By developing an IFE Matrix, the total weight score is 2.60 that means above the average score (2.50) indicates a strong internal position. From the EFE Matrix, the weight score is 2.02, which is indicates that the organization is not yet responding in a good way the opportunities and threats.

By developing an Five Force's Porter the total weight score is 3.09 that means the competition level in workshop electrical rotating machine industry is in medium strength.

The result of SWOT Matrix analyses showed the strategies that could be used by the company to penetrate the market are product development, marketing strategy, technology development, high quality strategy, development of workshop capability and human resource development.

The company’s goals are to dominate workshop electrical rotating machine industry market share, to develop the workshop with the most complete equipment and facility, and to serve with high quality product and competitive price priority. The company’s targets and action programs are to develop human resource quantity and quality, to develop workshop capability, to use high quality materials, to develop perfect marketing strategy and customer satisfaction achievement.