

Business Strategy of Trading Company: Analysis and Formulation

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Abstract

Trade entrepreneurship continues to grow along with people's needs for daily to tertiary products. This study aims to identify internal factors, external factors and formulate strategies of alternative and priorities in developing trading business. This research used a single case study on a PT. Rasa Sari Jayamakmur of trading company. The analysis used in this research was Internal Factor Evaluation (IFE), External Factor Evaluation (EFE), Internal-External (IE) matrix; Strengths, Weaknesses, Opportunities, and Threats (SWOT) matrix; and Quantitative Strategy Planning Matrix (QSPM). The results of the IE matrix analysis place the position of the PT. Rasa Sari Jayamakmur in quadrant II as a growing and developing position. The results of the analysis of alternative strategies using the SWOT matrix were strengthened by an analysis of strategic priorities from QSPM which recommends increasing competitive advantage by improving online transaction services and e-commerce, mutually beneficial cooperation with hotels and bars, and increasing consumer buying attractiveness with advertising.

Keywords

Entrepreneurship, Strategy formulation, Strategic planning, Trading.

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