

Developing Strategy in Pandemic Era: Analyzing, Formulating, and Prioritizing Alternative Rice Milling Strategies

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Abstract

Prosperity in business can be obtained by increasing profits through market expansion. However, the pandemic condition has had an extreme impact on all businesses, including the rice commodity business. The competitive advantage of the commodity business lies in the company's ability to manage the supply chain. In addition, it is also proven that if they are proven to be able to operate for a long period. This study aims to identify internal factors, and external factors, and formulate alternative strategies for Rice Mill. Researchers used a single holistic case study at Djasa Bhakti Rice Mill, a rice mill that has been established for 40 years with a turnover of more than 5 billion rupiahs every year. The analysis used in this study includes Internal Factor Evaluation (IFE), External Factor Evaluation (EFE), Internal-External (IE) Matrix, SWOT Analysis, and determining strategic priorities using the Quantitative Strategy Planning Matrix (QSPM). The results of the IE Matrix show the company's position in the quadrant with recommendations on improving the supply chain with legal registration to obtain the project as an effective distribution channel during a pandemic.

Keywords

Entrepreneurship, Indonesia, Rice Mill, Strategy formulation, Strategic planning.

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