

Abstract

To be a successful industrial district of course the level of production capacity is quite a big role. To avoid a reduction in production capacity, it would require the development of a strategy to increase production capacity. In this study, these strategies can be formed from the identification of internal and external business environment variables.

The purpose of this study was to determine how the role of the internal environment, the external business environment (Chattopadhyay:2015) and business strategy development at the Suci Shirt Industry Center, City of Bandung. The research method is a qualitative method with data collection through interviews.

The results showed that in an internal environment variable is not good enough because there are still many aspects of management that is important but not yet implemented such as financial records of the business, and there is also probability which the employees might suddenly defect that also be the one that causes the condition of human resources in this center is less good. While the external environment variables, from the aspect of customers and competitors can be considered good enough where entrepreneurs in the Suci shirts industry that already has regular customers. In addition the competition among employers is also a healthy competition. However, to the regulatory environment can be categorized still not good because most entrepreneurs in have never took care of his business in licensing and business legality.

From the results of identification that has been done, the researchers concluded that the role of the internal environment of business and external efforts at Suci Shirt industry still not good, so it need to implement strategies that have made them improve financial recordkeeping, implementing incentives and activities together with employees on a regular basis, make a of employment contracts for the employees, build positive synergies with other garment entrepreneurs, and establish good relations with the government.

Keywords : *Internal business environment, External business environment, Strategy.*