ABSTRACT

PT Trengginas Jaya is a service-based company that runs the business of labor management using outsourcing system. This year, 2016, is the hard time for PT Trengginas Jaya to gain the company's profit. One of the way to approach it is to focus on IFMS service penetration for the market of higher education institution. Intense competition and internal issue of the market show how big the challenge that is now being faced by PT Trengginas Jaya. However, the power of experience and the flexibility of target market to get new partner create an opportunity for the company. Those challenge and opportunity force PT Trengginas Jaya to do the business needs analysis in the exact way in order to develop their product to get into higher education institution market which the company targeted and surpass the existing competition.

The aim of this research is to do business needs analysis and create positioning statement. The analysis that is going to be done have to provide improvement in core services and differentiation for the company so that the company can have a strong attraction. Blue ocean strategy method is a very suitable method to be used because PT Trengginas Jaya is going to target the market that is not a focus for the other competitor company and the competitor company that has more experiences.

The research started with determining competition factor attributes and identification of red ocean market boundary. The 19 competition factor attributes obtain from interviews with each company's clients and competitors and also through the study of literature. Research continued with the arrangement of the existing strategy canvas curve ("as is"), IPA matrix, and the reconstruction of the market boundary using a questionnaire. The results of this stages are then analyzed using a four action framework and ERRC grid to draw curves of blue ocean strategy canvas.

Through this research, 23 attributes of business needs defined. Two attributes of which must be eliminated, five attributes should be reduced, then ten attributes should be improved, and six attributes should be created by PT Trengginas Jaya. By applying the results of business requirement analysis, PT Trengginas Jaya will be ready to enter the market of higher education institutions that are targeted as IFMS company with slim service lines, prioritizing the client's trust, prioritizing satisfaction of end-consumer, a pioneer in the use of supporting job application systems, and has an image of good company that care for the environment.

Keywords: Business Needs Analysis, Blue Ocean Strategy, Importance Performance Analysis, Integrated Facility Management Services