

ABSTRACT

THE FORMULATION OF STRATEGY USING CONCEPT OF RESOURCE BASED VIEW (CASE STUDY CV. SALUYU MANDIRI PRATAMA)

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The rapid development of the automotive industry has caused competition in the automotive industry, especially the workshop to be quite tight. It thus demands that automotive entrepreneurs should strive to develop their product services in order to survive and innovate. One thing they have to do is make innovation to be one of the competitive strategies against its competitors.

In the face of competition, as a workshop company engaged in car maintenance services, CV. Saluyu Mandiri Pratama still can not maximize the use of existing resources, and lack of promotion activities to the appropriate media for the company.

After the data is obtained, then the author performs analysis and design strategies appropriate for the company through Resource-Based View analysis approach, and using VRIO analysis. Based on the results of VRIO analysis, we get the result that CV. Saluyu Mandiri Pratama has resources and capabilities that are competitive parity and temporary competitive advantage, therefore required the formulation of the right strategy to become a sustained competitive advantage.

It is expected that with this research, will be able to assist CV. Saluyu Mandiri Pratama in strengthening its company's resources, as well as to provide strategic solutions through the analysis so that can makes the right strategy for the company.

Keywords: Strategic Management, Resources-Based View, VRIO analysis, CV. Saluyu Mandiri Pratama.