

ABSTRACT

Expedition Service Company in Indonesia is growing from year to year, with increasingly expedition company making the competition more tight between the company's service. Competition expedition services make companies compete to find strategies that can attract customers to use his services. This study aims to determine the internal environment conditions CV. Putera Sarana Utama, knowing the external environment condition CV. Putera Sarana Utama and knowing the formulation of competitive strategy that should be used CV. Putera Sarana Utama in maintaining its business.

The method used in this research is descriptive qualitative method, data collection with interview technique and questionnaire. Sampling was done by purposive sampling method, with the number of respondents were 11 respondents. Data analysis techniques use SWOT analysis (Strength, Weakness, Opportunities, Threats).

The findings of the results of this study are on the IFAS matrix, the score for the strength of 1.46 while the weakness of 1.24 so that the result of the weighting score obtained by 2.69. If strengths and weaknesses are optimized then it will overcome the various weaknesses that exist, indicated by the total score on the IFAS matrix of $2.69 \geq 1.1$. While the EFAS matrix score for opportunities of 1.35, while the threat obtained a score of 1.65 so that the result of weighted scores of both is 3.01. If all opportunities can be optimally utilized it will be able to overcome these threats, with a total value of EFAS of $3.01 \geq 1.00$.

The company is a very favorable position that the company can take advantage of opportunities and strengths that exist. The strategy to be applied under these conditions is to support an aggressive growth policy.

Keywords: Strengths, Weaknesses, Opportunities, Threats, Competitive Strategy