

ABSTRACT

The Cibaduyut shoe craft industry specifically at Catenzo reduced a significant decline from several aspects in the period of 2017 to 2019, whereas from the beginning the creation of the Cibaduyut footwear center has always been improving. On the other hand, increasing people's interest in artificial shoes and local brands has increased significantly.

This research was conducted to find out the right strategy for Catenzo in overcoming problems and difficulties to overcome competition in the local shoe industry. This study uses qualitative methods with in-depth interviews with informants who have an important role in the company. Data analysis techniques using External Factor Analysis (EFE), Internal Factor Analysis (IFE), Internal-External Matrix (IE), SWOT Matrix and descriptive analysis techniques.

The results showed that the total EFE score was acceptable at 3.15 while the total IFE score needed to be 3.30. Then the two scores above are included in cell 1 in the IE matrix. Related to this time Catenzo is in a position of growth and developing. Supported strategies are carried out by upstream-downstream with internal support elements and the use of external elements so that business processes can run effectively and efficiently. The fastest effort that the author suggests is to study online business processes in marketplaces such as Tokopedia or Shopee as a platform of online sales and marketing in order to bring convenience to consumers and be able to expand market reach online.

Keywords: Strategy Formulation. Business Strategy, Business Process