

ABSTRACT

This research is titled Business Development Strategy at PT. Sami Aji Textile in Bandung. The development of textile industry and textile products is increasing rapidly and there are business opportunities to meet large domestic needs but these are still not fulfilled by producers, therefore business opportunities in this industry are getting bigger as well and allowing new business actors to emerge. So it is necessary to formulate a strategy to face competition among textile company and other textile product.

This study aims to determine the business position of PT. Sami Aji Textile and to obtain results of strategy formulation that the company could implement.

The methodology used in this research is mix method, qualitative method using interviews with 7 external and internal parties and quantitative method in the form of a questionnaire for strategies in the QSPM matrix. The first step is external and internal audits, followed by weight calculations using the EFE and IFE matrix, then matching stage using the SWOT matrix, and the strategy determination stage using the QSPM matrix.

Based on the results of the SWOT matrix, four results of strategy formulation for the company PT. Sami Aji Textile, namely: (1) Participating in the Business to Customer (B2C) market, (2) Conducting market research and developing products to compete in the Business to Customer (B2C) market, (3) Making special products according to age classifications consumers and according to consumer purchasing abilities and the last (4) Developing company information systems. The decision stage is to get a research and development strategy.

Recommended strategy for PT. Sami Aji Textile is developing company information system to improve service quality and information for consumers.

Keywords: Matrix SWOT, Matrix QSPM, Strategy.