

**PROPOSED BUSINESS DEVELOPMENT STRATEGIES BY
SWOT ANALYSIS IN CV. ASH-SHAFF OFFSET**

A THESIS

**Submitted in Partial Fulfillment of the Requirements
for the Degree of Bachelor of Engineering in Industrial Engineering**



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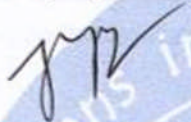
**INTERNATIONAL UNDERGRADUATE PROGRAM
DEPARTMENT OF INDUSTRIAL ENGINEERING
FACULTY OF INDUSTRIAL TECHNOLOGY
UNIVERSITAS ATMA JAYA YOGYAKARTA
2013**

A THESIS
On
PROPOSED BUSINESS DEVELOPMENT STRATEGIES BY SWOT ANALYSIS
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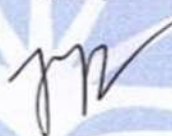
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ACKNOWLEDGEMENT

In this thesis, the author conducted research in CV. Ash Shaff Offset which is one of *Industri Grafika* in Yogyakarta. This thesis is permitted by Universitas Atma Jaya Yogyakarta as partial fulfillment of the requirements for the degree of bachelor of engineering.

The author would like to express the deepest appreciation to Allah S.W.T for the guidance and blessing that let her finish the research and this thesis written. A lot of thanks to my husband, my daughter and my family for all of support and greatest love. The author also would like to thank to Mrs. Ririn Diar A., D.Eng and Mr. Baju Bawono, S.T. M.T. as faculty supervisor and co-faculty supervisor of Universitas Atma Jaya Yogyakarta. All other appreciation goes to CV. Ash Shaff Offset that have giving permission and great cooperations in conducting this research and all of my best friends in International Industrial Engineering Program. Last but not least, the author is open for suggestions and criticisms to make this report better. The author hopes this thesis will bring many advantages to the readers.

Yogyakarta, November 4, 2013

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ABSTRACT

Recently, positives growth of *industri grafika* is followed by intense competitions between companies of this industry. CV. Ash Shaff Offset is one of *industri grafika* that is facing intense competition. In addition, there are several dissatisfaction of customers towards the performance of this company. These conditions lead failure in achieving income target of this company due to high customer turnover and customer replacement cost. This company has not action to overcome the problems and develop strategy which concern to the problem yet. Mean while, the company have to develop the existing business which relates to the improvement of machines investment and another resources.

In this research was proposed several strategies by conducting Strengths Weaknesses Opportunities Threats (SWOT) Analysis. In addition, Importance Performance Analysis (IPA) method is used to this research as a basis to evaluate the dissatisfaction of customers (services and product quality) and price as a sensitive factor in the middle of intense competition. The result of IPA was included to internal analysis during the input stage of strategic formulation.

The strategy formulation was conducted through analysis of internal and external key factors of the company, constructing several matrixs including : External Factor Evaluation (EFE), Internal Factor Evaluation (IFE), Internal-External (IE), SWOT and Quantitative Strategy Planning (QSP). Several strategies that can be proposed based on the priority were market penetration strategy, horizontal integration strategy, focus strategy, product development strategy, cost leadership strategy, human resource development strategy, partnering in the form of Customer Relationship Management (CRM) information sharing, and develop the office strategy.

