IMPLEMENTATION OF INNOVATION STRATEGIES
AT PERANDA FURNITURE COMPANY
IN COMPETITION IN BANGGAI REGENCY

Richard Chandradinata¹, Tina Melinda²

Universitas of Ciputra Surabaya
INDONESIA

Emails: rchandradinata@rocketmail.com¹, tina.melinda@ciputra.ac.id²

ABSTRACT

This study discusses the process being conducted in searching for the right innovation strategies for the company, in order to compete in the company’s region. As a case study, this research is descriptive qualitative one with inductive approach. Data analysis tools used in this study are Miles and Huberman’s interactive data models, which are Business Model Canvas, Blue Ocean Strategy, and Ten Types of Innovation. Business Model Canvas functions to explain the underway company business prior to this study. Blue Ocean Strategy functions to assist the company in determining changes in business model which is done through answering questions on the Four-step Framework. Ten Types of Innovation functions to determine tactics in innovation and formulate to suitable strategies to be implemented by the company. The result of this study revealed that the suitable strategies for the company are strategies that focus on the center side, which is directed to Platform Shift innovation. This innovation focuses on the re-creation, recombination, and rediscovery of new relationships between capabilities and demands in order to provide new value for customers.

Keywords: Innovation Strategy, Furniture Retail, Banggai Regency, Business Model Canvas, Blue Ocean Strategy, Ten Types of Innovation

INTRODUCTION

The intense competition in the business world requires every company to make changes by implementing innovations to survive the competition. Ciputra (2011: 74) defines innovation as an instrument of entrepreneurship to build and create creative added value of every business process. Innovation is also an integrated system that is designed to make customers cannot reject your product, hence the implementation of innovation strategies is very essential indeed. Innovation strategies will be achieved by determining the present business model using the Business Model Canvas, analyzing and developing new business models using the Blue Ocean Strategy, and then determining the application of innovation to be used using the Ten Types of Innovation.

The company as research object in this study is a family business of the researcher himself which is located in Luwuk, Banggai Regency, Central Sulawesi. This family company, which was founded in 2000, is engaged in furniture retail as trading business field. This study aims to find out the present business model of the company, determine the changes in business model...