

BUSINESS STRATEGIES ON BUSINESS TO BUSINESS IN ORDER TO INCREASE TURNOVER SALES IN THE COMPANY'S SERVICE DELIVERY UD. XYZ

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ABSTRACT

The purpose of this thesis is to study and analyze the business strategy that UD. XYZ should be applied in order to achieve growth in market share for sales of transport services. This research applies PEST analysis, Five Forces Porter Analysis, and SWOT Analysis. The method being used in this research is descriptive qualitative method with an inductive approach. The techniques being used to collect data are interviews, observation, and documentation. The result of this research shows that UD. XYZ using special price and effective communication toward the customer. The SWOT Analysis shows the company at quadrant IV (ST) which the company should be able to maximize strength and create more opportunities, and at the conglomerate strategy, which means the purpose this strategy is adding a product or service that is not interconnected with different market. The result of SWOT analysis will be got alternative strategy, namely: a) raising competitiveness of corporation, b) providing competitive prices, and c) offering a contract with the customer as a binder. The competition that happened between sending corporation is too high, therefore, it's better for UD. XYZ to use an alternative strategy above.

Key Words: SWOT Analysis, Five Forces Model Porter, PEST, Marketing Mix

INTRODUCTION

The East Java province is one of the provinces that provide greater participation in the national economy after Jakarta. The magnitude of the potential economic growth of East Java that requires the support of a strong transportation sector because it is an important element of transportation which serves as an artery of the economy in East Java. One of the companies engaged in the field of logistics is UD. XYZ. UD. XYZ is a provider of ground transportation services for transporting goods to cities, provinces (AKAP) and to the islands as well.