THE FORMULATION FIRM STRATEGY DEVELOPMENT FOR CHEMICAL INDUSTRY CERAMIC DYSES AND GLASS DYSES WITH FRED R. DAVID'S METHODE (Case Study in PT ZX)

By

**Arif Syafi’ur Rochman**

Reg.No. 9111.201.305

Counselors

Dr. Ir. Buana Ma’ruf, M.Sc.,MM., MRINA

ABSTRACT

PT ZX is a manufacturing company that produces chemical additives and pigments for ceramics, glass and porcelain enamel for marketing in Indonesia. The current market share of products in the chemical dyes for ceramics dyes PT ZX 43 percent with an average sales of 25.75 tons per month sales and 32 percent glass dyes with average sales of 69.34 tons per month (information from resource management PT ZX). Recent years the development of this company is relatively slow and missed a lot of opportunities for the company to grow continue.

Formulation of strategies for the chemical industry and the ceramics dye coloring glass, using a model of strategy formulation Fred R. David (David, 2013). Formulation of the strategy requires identifying the internal and external factors strategic accurately. Identification of these factors will be made other than through a literature studies but also questionnaire stakeholders of the company, which is further processed by using AHP (Analytical Hierarchy Process). Strategic factors are then used in the input stage (wearing IFE, EFE & CP Matrix) and phase analysis using the SWOT matrix, IE, SPACE, BCG & GS). The results are processed by using QSP Matrix, in order to obtain strategies selected are appropriate. Results of strategy formulation by using David obtained ceramic colorant product strategy for major market development strategy (with a score of 8.32) because the company is still losing the use of new technologies rather than competitors and should expand the marketing area is still looking for potential new markets. Alternative market penetration strategies with both the TAS value of 7.29, this is because the companies compete on product with rapid technological developments that PT ZX should always do product development. As for the glass colours products the main strategy of the market penetration strategy with TAS value of 5.54, because the glass colours product in market can't increase the number of customers but the number of competitors is increasing rapidly increasing economies of scale and provide a competitive advantage. The second strategy is market development with TAS value of 5.48 because the company has a production capacity as well as many new markets that could potentially expand the marketing area.

Keyword: Analytical Hierarchy Process, ceramic dyes, formulation strategy, glass dyes