ABSTRACT

Strategic plan represent complex and very important problems. It's combine management, marketing, finance, produce, research and development, information system of computer and external factors. External factors determined by emulation and factors of governmental policy. This also effect for the middle and big industry in Gresik regency. In reality, development of planning strategy formulated by company often unable to boost up sale level of company or policy taken by local government less support middle and big industrial development so that in the end will lessen or degrade middle and big industrial added value to area inclusion. Therefore needed a planning of strategy of development which can be made reference by entrepreneur and local government. So that will be happened the continuity strategy of middle and big industrial development, improvement of position compete company and also improvement of middle and big industrial added value to area inclusion.

To overcome problems of above, this research try to develop strategic plan which combine internal factors company with external factors. Method used is strategic management model of quantitative strategic planning matrix. Development Strategy type yielded from this method is intensive strategy (market development, penetrating market, product development), strategy integratif (forwards, backward, horizontal), strategy diversified (concentric, konglomerat, horizontal), strategy defensif (thrift, joint venture, divesment, liquidation). In strategy determination, this method reckon factors external (economic, social culture demografi environment and, political punish and the governance, emulation, technological) and the internal factors (management, marketing, finance, produce). Thereby the possibility of less precisely the strategy planning earn can be minimize

From research result which have been done knowable of this method is effective to determine middle and big industrial development strategy formulation. For KLUI 31 strategy recommended is penetrating strategy market, concentric diversified Strategy recommended for KLUI 32 is product development strategy and backward integration. Strategy recommended for KLUI 33, KLUI 36 is product development strategy, backward integration and concentric diversified. Strategy recommended for KLUI 34, KLUI 35, KLUI 37, KLUI 38 is penetrating strategy of market, backward integration and. concentric diversified. Strategy recommended for KLUI 39 is penetrating strategy of market.

Keyword: strategic management.