

ABSTRACT

ANALYSIS OF E-BISNIS STRATEGY IN INCREASING SALES

(CASE STUDY: CV HOUSE MACHINERY YOGYAKARTA)

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The development of internet technology today can be utilized in formulating a new strategy by companies or business actors to improve and develop their business. E-bisnis is one example of an internet technology-based strategy that can help business actors to communicate and distribute goods or services to consumers. Machine House is one of the Commanditaire Venootschap (CV) which involves internet technology to continue to develop its business. In running its business, the Machine House company uses methods with SEO techniques that have been attempted by Machine House to increase sales and get the attention of the wider community. The SEO techniques carried out by the Digital Marketing Division from year to year only rely on evaluations in the previous year and have not been clearly documented for the next 3-5 year plan.

Seeing the condition of companies that only rely on SEO is an opportunity for new strategic factors for companies in the future. In addition, ordering machines sold on the machine house website is still classified as manual by request by contacting the whatsapp number listed on the page and then the machine will be processed after the buyer pays half the price of the machine ordered. With these problems by looking at the opportunities offered, a new E-bisnis strategy is needed that is right so that consumers can easily use and reach all the products offered. This study aims to analyze e-bisnis strategies and recommend new business strategies according to the strategic quadrant position of the IFAS and EFAS Matrix for CV Rumah Machine Yogyakarta. The data obtained will be analyzed using the SWOT method to determine the internal factors of the IFAS matrix and PEST analysis assistance to see the external factors of the EFAS matrix. The processed data will produce strategic quadrant positions as well as recommendations for new strategies that are suitable for CV Rumah Machine Yogyakarta. The results of this study can also be used as material for developing a new business strategy for CV Rumah Machine Yogyakarta.

Keywords: E-bisnis Strategy Analysis, SWOT Analysis, IFAS – EFAS Matrix, Business strategy recommendations, PEST analysis.