



## ABSTRACT

Small Industry (IKDK) or also known as Small and Medium Enterprises (SME), contributes to raising national economic Wheel. Currently the existence of SME occupy in important positions, in addition to accommodating workers also play a role directly in the trade chain as a whole. So did SME in the wood and furniture sector, which has a high market level and also generate foreign exchange for the country.

With a background on the first paragraph, the author researched how small and medium business that specializes in wood and furniture to do business strategy in the quality of industry competition. Through the media and the Cooperative Industrial Wood Furniture (KIKM), writer do research as much as 53 samples of wood craft entrepreneurs and furniture with comparative analysis, SWOT and industry positioning with BCG analysis.

And analysis of the results mentioned above, can be drawn conclusions and advice for entrepreneurs and SMEs wood furniture, especially the members of KIKM

**Keywords:** strategy, small and medium businesses, cooperatives Wood and Furniture Industry, comparative analysis, BCG analysis, SWOT, internal-external matrix