

## INTISARI

### **ANALISIS STRATEGI PENGEMBANGAN BISNIS PROPERTI (PANCA RESIDENCE) PADA PT FAUZI PANCA MANUNGGA**

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Pasokan gedung perkantoran yang berlebih di kota Jakarta, serta kultur kerja *hybrid* atau *remote* yang memungkinkan individu bekerja dari mana saja mengakibatkan pendapatan PT FAUZI PANCA MANUNGGA (selanjutnya disebut FPM) turun signifikan. FPM berupaya mempertahankan usaha propertinya dengan tidak hanya fokus menjalankan manajemen sewa perkantoran. Analisis faktor lingkungan didukung juga oleh analisis lingkungan internal yang diperoleh melalui *Competitive Advantage* yang sebelumnya melalui rangkaian evaluasi *Resource Based View (RBV)* dan *VRIO* eksternal yang terdiri dari *PESTLE* dan *Porter Five Forces* meyakinkan FPM untuk berkonsentrasi dalam menjalankan bisnis properti residensial bernama Panca Residence. Hal ini untuk mampu bersaing, berkembang dan berkelanjutan. Rangkaian analisis kemudian dipakai untuk mengetahui peluang, ancaman, kekuatan dalam menentukan strategi pengembangan bisnis menggunakan *Porter Generic Strategies*.

Kata kunci: *Competitive Advantage*, *hybrid*, kantor, perumahan, *PESTLE*, *Porter Five Forces*, *Porter Generic Strategy*, properti, *remote*, residensial, *Resource Based View (RBV)*, sewa, *VRIO*.

**ABSTRACT**

***PROPERTY (PANCA RESIDENCE)  
BUSINESS DEVELOPMENT STRATEGY ANALYSIS OF  
PT FAUZI PANCA MANUNGGAL***

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*The excess supply of office buildings in the city of Jakarta, as well as the hybrid or remote work culture that allows individuals to work from anywhere resulted in the income of PT FAUZI PANCA MANUNGGAL (hereinafter referred to as FPM) dropped significantly. FPM strives to maintain its property business by not only focusing on running office lease management. Analysis of external environmental factors consisting of PESTLE and Porter Five Forces convinced FPM to concentrate on running a residential property business called Panca Residence. This is also supported by internal environmental analysis obtained through Resource Based View (RBV) and VRIO to achieve Competitive Advantage to be able to compete, develop and be sustainable. A series of analysis are then used to determine opportunities, threats, strengths in determining business development strategies using Porter's Generic Strategies.*

*Keywords: Competitive Advantage, hybrid, office lease, PESTLE, Porter Five Forces property, Porter Generic Strategies, remote, residential, Resource Based View (RBV), VRIO.*