



Housing industry is the one of industry that owning a lot of player due to its low entry barrier. The competitions will made company which cannot compete will be discharged by itself and finally will be bankruptcy. To face the competition PT. Blutimindo entering niche market which big players are not enters, choosing to expand its business in Cilegon make the company increased its sales significantly. This thesis is intended for the formulation of competing strategy PT Blutimindo to win competition in home industry and enlarge its market.

The tools of external environment analysis, researcher use the Five Force Model from Porter to analyze competition within industry, and macro environment analysis to analyze the environment of economic, demography, legal and social. Driving force and Key Success Factors are also conducted to equip the external environment analysis. For the internal environmental analysis, researcher use resource analysis, capability analysis and value chain analysis.

The result of this resource shows that PT. Blutimindo have some strength which become company's competitive advantage such as the ability to maintain product quality and efficiency, strong sales network in Cilegon, innovative and up to date products, outstanding post selling service and robust human resource management. The Company's success in combining differentiation and low cost concept applying its strength in resources, network and post selling management according to its vision and mission have make PT. Blutimindo achieve power to penetrate new market.

Keywords: *market niche, internal and external environment analysis, strategic formulation*