

## ABSTRACT

The objectives of this research is to formulate a business strategy based on the internal and external factors, with a case study of job shop company PT Dempo Laser Metalindo. To achieve the objectives, this research used descriptive research method by using SWOT analysis (strength, weakness, opportunity and threat), analysis of the competition in the industry (the five forces model of competition), analysis of the key success factors, analysis of five generic strategies and the variations strategy that will strengthen the strategy. The chosen strategy would be described in the strategy map, which has four perspectives that consist of financial, customer, business process and people development.

The purpose of business strategy is to increase the competitiveness of the company, especially in the face of the competition that will arise in the future. Based on the results of this study, PT Dempo Laser Metalindo has the opportunity to developing the business in the future. But there are many obstacles that must be faced, such as threat of the new entrants, bargaining power of the buyers and the level of competition from the similar companies. Companies need to develop the resource factor to be more ready and able to face the competition in the future.

**Keywords:** business strategy, job shop, SWOT analysis, The Five Forces Model, Key Success Factors, The Five Generic Strategy, Strategy Map