

This paper reviews the Spin-Off strategy analysis / separation BNI Syariah Unit conducted as a strategy to increase market share of BNI Syariah in Islamic banking industry in Indonesia. BNI Syariah established since 10 years ago heretofore has had the assets in the amount of 4 trillion rupiah, and the market share at the end of 2008 gains up to 5.98%, with a total of 59 branch offices and sub unit branch offices throughout Indonesia. In addition, it is supported by 700 conventional branch offices as an office service "office channeling."

Spin off strategy is analyzed by observing the conditions of competition in the Islamic banking industry to realize the opportunities and threats existing in the Indonesian Sharia banking competitive environment. It is also analyzed from the BNI Syariah internal side. Within its competency, BNI Syariah can take advantage of existing opportunities to maximize the competence that constitutes the strength and to reduce and fix the deficiencies BNI Syariah Islamic bank if it is compared with the competitors.

The results is that the spin off strategy carried out by BNI Syariah will be able to overcome the weaknesses of BNI Syariah as an independent Sharia Unit which is flexible and efficient in making business decisions, human resources, technology and the development of products and services. Moreover, with self-supporting as a BUS (Commercial Bank Syariah) BNI Syariah will be able to increase quickly its market share in the Islamic banking industry in Indonesia.

Keywords

Islamic Banking, Spin-Off Strategy, Strategy Five Forces, Corporate Strategy