



ABSTRACT

PT KCIC is the Owner of Jakarta-Bandung High-Speed Railway, which is the first one in Indonesia. The company is expected to provide new lifestyle for people along Jakarta-Bandung Corridor by the fast, safe and comfortable transportation mode. However, there are several existing transportation modes in the corridor and newly emerging infrastructure projects. The pandemic may potentially reduce the need of mobility. It is important for KCIC to identify its differentiation compared with other modes. To strengthen its competitive advantages, the research is to analyze the SWOT factors of the company, explore the differentiation and discuss the value drivers needed to be improved by the company. Through the in-depth interview for six informants, i.e. the director of the company, senior railway experts, GM for investment and risk management, GM for Operation and Maintenance (OM), Manager of OM and the chief engineer for the project. The opinions from the informants are from management, technology and investment perspective. The study will benefit KCIC in formulating its differentiation strategy for the operation, improving the value drivers in the company so as to strengthen its competitive advantages and formulate its collaborative strategy with other potential partners.

Keywords: High-speed Railway, Transportation, SWOT, Differentiation, Value Drivers.