

Integrasi Prosesor dan Aplikator Kaca
“PT. Yonly Glass”

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ABSTRAK

Perencanaan bisnis Integrasi Prosesor dan aplikator kaca ini dibuat untuk menawarkan solusi kepada konsumen dalam dalam hal ini adalah *main contractor high rise building* dengan nama PT. Yonly Glass. Untuk itu, disajikan analisa eksternal yang meliputi *porter's five forces* dan PEST. Dilakukan juga analisa internal antara lain *key success factor, analysis of demand, analysis of competition, appraising resource & capability* dan *competitive advantage*. Juga ditentukan *strategic plan* yaitu *Establish terms abjective, the input stage, the matching stage, The decision stage, porter's generic strategy* dan *lean canvas model*. IE matriks PT. Yonly Glass pada posisi sel IV yaitu strategi tumbuh dan dibangun, kemudian pada pada matriks QSPM adalah strategi penetrasi pasar dan untuk *porter's generic strategy* adalah fokus diferensiasi. Dalam *marketing plan* berfokus pada pelanggan B2B strategi NICE. *Operational plan* difokuskan pada proses-proses produksi dan pemasangan di proyek yang mendukung target *sales*. Perencanaan SDM dilakukan dengan menerapkan McKensy 7S dengan mempertimbangkan kebutuhan SDM semua departemen. *Financial plan* disusun dengan mempertimbangkan kebutuhan modal dan semua biaya untuk menjalankan bisnis perusahaan. Manajemen resiko disusun berdasarkan ISO 31000 2018, agar perusahaan dapat mengendalikan semua resiko dan memastikan bisnis perusahaan dapat berjalan dengan baik dan memiliki kemampuan bersaing secara berkelanjutan.

Kata Kunci:

Perencanaan bisnis, PT. Yonly Glass, integrasi prosesor dan Aplikator Kaca

*Glass Processor and Applicator Integration
"PT. Yonly Glass"*

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ABSTRACT

Business planning of the Integration processors and glass applicators is made to offer solution to consumers in this case is the main contractor high rise building with the name PT. Yonly Glass. For this reason, an external analysis is presented which includes Porter's five forces and PEST. Internal analysis was also carried out including key success factors, analysis of demand, analysis of competition, appraising resources & capability and competitive advantage. The strategic plan also being determined, consist of establishment terms and objective, the input stage, the matching stage, the decision stage, Porter's generic strategy and lean canvas model. IE matrix PT. Yonly Glass in cell IV is the strategy for growth and development, then in the QSPM matrix is the market penetration strategy and for Porter's generic strategy is the focus of differentiation. In the marketing plan, the NICE's strategy focusing on B2B customers. The operational plan is focused on production and installation processes in projects that support sales targets. HR planning is done by implementing McKensey 7S by considering the HR needs of all departments. The financial plan is prepared by considering the capital requirements and all costs to run the company's business. Risk management is prepared based on ISO 31000 2018, so that the company can control all risks and ensure the company's business can run well and have the ability to compete on a sustainable basis.

Keywords:

Business planning, PT. Yonly Glass, processor integration and Glass Applicator