

ABSTRACT

One of the goals of the AEC is to improve the competitiveness of ASEAN. Competitiveness is key to the growth of national economy, it is necessary for improving the competitiveness of the SME sector, especially advance. This research aims to develop a business strategy competitiveness of businesses, Small and Medium Enterprises (SMEs) in the industrial center of knitted Binong Jati. This type of research used in this research is descriptive research with mixed method research methods. Data collection is done is interview, observation, questionnaire, documentation and literature studies. Speakers at the research center for SMEs is knit Binong Jati, authorities and practitioners. Analysis techniques using CPM, IFE matrix, EFE matrix, SWOT matrix and matrix QSPM. CPM is made to identify the main competitors to know the competition between the industry and other industries. SWOT matrix is based on a matrix EFE that analyzes the opportunities and threats that come from outside the industry and IFE matrix which analyzes the strengths and weaknesses of the industry. While QSPM matrix used to prioritize alternative strategies SWOT matrix obtained.

The results showed that SMEs need to implement aggressive strategies. The strategy is a top priority for SMEs at the center of the knitting is significant market penetration for SMEs looking for a larger market share for products that are now available through the efforts of better marketing.

Keyword : SMEs, competitiveness, strategy, Bandung