

**STRATEGY FORMULATION DIVISION AT PT. DEXA MEDICA SAMARINDA AREA
FOR 2017 - 2022**

ABSTRACT

In the globalization era, business competition of every sectors is occurring very competitive. In the face of competition more competitive, industry leaders are required to be more carefully and right in determining strategy in order to win over the competition, so in the end company would walk in what to expect. Strategy is the means to achieve the goals and strategic planning important to gained for excellence compete. One of the companies large pharmacy in indonesia is Dexa Medica. But as one of the biggest corporations, Dexa Medica experienced several problems that one of them is due to problems in the area Samarinda. These problems was due to strategy implemented not capable of making a Dexa Medica Samarinda compete with good that a decline in performance Dexa Medica Samarinda. So that required formulation a new strategy for Dexa Medica Samarinda in order to compete in the pharmaceutical shrubs

With the theory supporters that are explain the state of pharmaceutical industry according to the letter decision minister for health, manajemen strategic explain understanding strategic, understanding manajemen strategic and their hierarchy strategy. It is also the theory the process manajemen strategies, business strategy and strategies framework that explains stage the formation of strategy by using matrix as matrix EFE, IFE, IE, SWOT, CPM, SPACE, BCG, Grand Strategy, and QPSM.

In this research writer using IFE matrix and EFE matrix to know the state of internal and external Dexa Medica Samarinda. After that, to formulate a new strategy for the company using IE and SWOT Matrix. The result of analysis is a company be in a competitive market. Therefore companies should can take advantage of an internal force in catching opportunities and avoid threat.

Keywords: Strategies, EFE matrix, IFE Martiks, SWOT Matrix