

ABSTRACT

Expedition companies are businesses engaged in providing goods delivery services from one location to another. One such company operating in this sector is PT. Bilisa Multi Trans, which has served various logistics delivery needs particularly in the agricultural sector ranging from intercity to inter-factory shipments.

The company faces intense competition from various players in the expedition service industry. Therefore, this study aims to formulate appropriate business development strategies to improve the company's productivity and competitiveness amid the ever-evolving industry dynamics.

This research employs a descriptive qualitative method, using data collection techniques such as interviews, observations, and documentation. This approach was chosen to obtain a comprehensive understanding of both the internal and external conditions of the company as well as the strategies that have been and will be implemented.

Data analysis was carried out using several strategic analysis tools, namely the Internal Factor Evaluation (IFE) Matrix, External Factor Evaluation (EFE) Matrix, IE Matrix, SWOT Analysis, and the Quantitative Strategic Planning Matrix (QSPM). These tools are used to identify the company's strategic position, analyze internal strengths and weaknesses, and assess external opportunities and threats.

The results of the study show that PT. Bilisa Multi Trans has an IFE score of 2.880 and an EFE score of 2.582, which places the company in the growth strategy cell. Based on the results of the QSPM analysis, the recommended priority strategy is market penetration through marketing, with the highest total attractiveness score of 5.644. It is hoped that the results of this study will provide useful recommendations for the company in formulating more effective and targeted business development strategies in the future.

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Keywords: Expedition Company, IFE, EFE, IE Matrix, SWOT Matrix, QSPM