ABSTRACT

R. DEDDY HERMAWAN. Performance Assessment and Business Perspectives Garment (Case Study at Jaya Printing Garment, Jakarta). Under the Guidance MUHAMMAD SYAMSUN As Chairman and BUDI PURWANTO as Member.

The economic crisis that occurred in late 2007 caused by the subprime mortgage crisis that occurred in America, impact on industry in Indonesia. One of the industries that experienced heavy pressure is textiles and textile products. Jaya Printing Garment Company, Jakarta as one of the companies engaged in the apparel, survived until the present. Armed with the experience of 1997, these companies continue to produce to meet the needs of the domestic market and business development, by selling apparel products imported from China.

The purpose of this study were (1) Identify, analyze and evaluate the position and the company's current condition, (2) Know the company's financial performance, and (3) Identify the developments, enterprise, and develop appropriate of marketing strategies in winning the business competition. This study uses descriptive and analytical methods that are case studies. Processing and data analysis using the method of calculation of financial ratios, such as liquidity ratios, leverage, coverage, activity and profitability ratios. To formulate strategies for using the matrix IFE, EFE, IE, and SWOT. The results of the identification of factors internal strategy, labor-owned company is a major strength and its main weakness is the promotion and sales force, value obtained for 2.889 IFE and EFE values of 2.511, where the position of the company lies in the cell V. Market penetration and product development is an alternative strategy that can be applied. Demonstrate the company's financial performance. Liquidity Ratio - CR of 9.26x and 4.2x for QR indicate company's current debt can still covered by current assets. While the EBITDA Coverage Ratio/Debt amounting to 117.36%, decreased due to the increased HPP. Profitability ratio decreased to 7.19% due to increased HPP so companies have to lower profit margins in order to compete, this is reflected in the decline in the company to 9.87% ROE. Sales growth rose to Rp 1.75% due to increased demand from existing customers. Overall financial condition of the company in 2010 showed a positive value. SWOT Analysis Results for Garment Printing Jaya obtained alternative that can be applied, a combination of (a) The S-O Strategy, namely Maintain relationships with customers and suppliers, maintain product quality, (b) W-O Strategies: Maximizing the capacity of their existing production, increase in promotional activities (c) S-T Strategy: Increase creativity in creating new product designs, Providing competitive rates, (d) W-T Strategies Provides ease of payment for customers who have good payment history.

Keywords: alternatif strategic, business perspective, garment