

The exploratory study of competitive strategy CV. Austin in Surabaya

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ABSTRACT

In the business world, competitive strategy is a paramount factor for each of the business unit in order to compete within the industry. Competitive strategy is needed by every business unit; since porter also described competitive strategies as "taking offensive or defensive actions to create a defendable position within an industry. The suitable implementation of competitive strategy will create a competitive advantage over the competitors.

CV. Austin is suffering from the declining in sales even-tough the company already implemented the competitive strategy. The aim for this research is to gain the understanding of why the competitive strategy that is implemented by CV. Austin is not suitable with the current industry situation. The current competitive strategy of CV. Austin will be analyzed and collated with the current industry situation that is the women's footwear industry. The analysis of the women's footwear industry will be based on the Porter's 5 forces.

Keywords: Women's footwear, Porter's 5 forces, Competitive Strategy