

**Environmental Analysis and Competitive Strategy of Home Industry Rendang
Payakumbuh**

Thesis

*Thesis is Submitted as The Partial of The Requirement for Bachelor Degree in Management
Department - Faculty of Economic*



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2020

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ABSTRACT

This study concerns about how the relation of those two variables gives impacts on develop strategic decision to the home industry rendang in Payakumbuh. The researcher uses primary data by interviewing 6 reaspondent, it distributed to the owner of the home industry rendang in Payakumbuh. From the analysis of each variable that used like internal and external enviromental analysis, SWOT analysis, and Porter 5 Force, there is some result that can be use for developing the competitive strategy for the home indusry rendang

- Make an aggrement with tourism agent
- Optimizing the social media for promotion
- Using the technology for the production
- Fixing the ordering management system, bounding with reseller,
- Improving worker skill
- Make an aggrement with other party for better production
- Expand the market
- Searching for the subtitute main raw material

Keywords : Internal Environment Analysis, External Environment Analysis, SWOT Analysis, Porter 5 Force's, Competitive Strategy, Home Industry Rendang.