

Swot Analysis In Manufacturing Company Organization

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Abstract: SWOT analysis has become one of the most useful tools in the development of business and industry, as a tool in making the decisions to be good and right and the products are produced by industry as its business, Process SWOT analysis requires an internal survey of strengths, weaknesses and external threats and opportunitis surveys. the external part has a significant impact. on a business and industry organization. economic, political, and even life-changing institutions. The shift from industrial society to service society and from a manufacturing-oriented economy to service orientation has had a significant impact on consumer demand. The world of business and industry both manufacturing and innovation in designing the future of their business. Innovative strategies are always developed to ensure that the business grows and meets the needs of its customers. As primary and secondary need.

KeyNote: SWOT, Analysis, Organization

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I. INTRODUCTION

Back Ground

SWOT analysis has become one of the most useful tools in the development of business and industry, as a tool in making decisions to be good and right and one of the ways to run new programs on methode and products produced by industry as its business, Process SWOT analysis requires an internal survey of strengths, weaknesses and external threats and opportunitis surveys. the external part has a significant impact. on a business and industry organization. economic, political, and even life-changing institutions. The shift from industrial society to information society and from a manufacturing-oriented economy to service orientation has had a significant impact on consumer demand.

Business world in industry and other business world both manufacture and service. As an initiator and innovator in designing future developments in his business. Innovative strategies are always developed to ensure that the business grows and meets the needs of its customers. As primary and secondary need. The SWOT analysis method is the right tool for finding problems from four different sides, where the application is how the power is able to take advantage of an existing opportunity, then how to overcome the weaknesses that prevent profits, then how the power is able to deal with the existing threats, and finally is how to overcome weaknesses that can make threats real or create a new threat. Interaction between the 4 factors, then make this analysis provides ease to realize the vision and mission of a company organization. To refine or complement the understanding of SWOT analysis.

II. FORMULATION OF THE PROBLEM

1. What to do with SWOT analysis?
2. Why is SWOT analysis good for use?
3. How can SWOT analysis be used?

III. PURPOSE AND OBJECTIVES

The purpose of this release is to know the various masala that exist in the organization of manufacturing companies.

1. To know the process of SWOT analysis on the organization of manufacturing companies,
2. To deepen in analyzing the problems in the organization of manufacturing companies, to determine the decisions in the problems that occur in the organization.
3. The purpose and benefits of SWOT analysis is to integrate the 4 factors or composition precisely on how to prepare strengths, overcome weaknesses, find opportunities and strategies against multiple threats.

4. Understanding SWOT Matrix as a tool used to measure strategic factors in the organization of the company. This matrix can clearly illustrate how external opportunities and threats facing the company can be tailored to the strengths and weaknesses it has and this matrix can generate four possible alternative strategy cells

IV. DISCUSSION

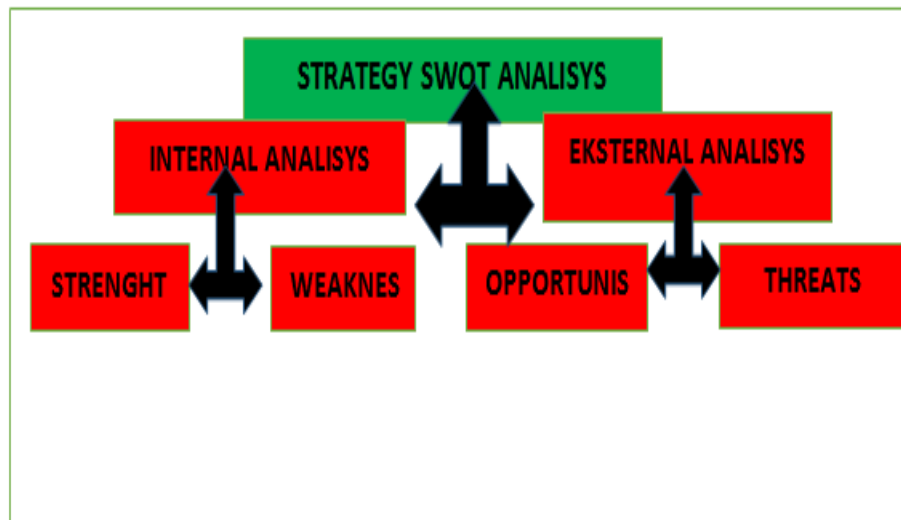


Figure 1. Strategy SWOT Analisis

Definition and Understanding

SWOT Analysis is a strategic planning method used to evaluate strengths, weaknesses, opportunities, and threats, in a business project or a manufacturing business. These four factors are called SWOT (strengths, weaknesses, opportunities, and threats). This process involves the specific determination and objectives of a manufacturing or business business project that identifies internal and external factors that support and that does not support the achievement of the business objectives. SWOT analysis can be applied by analyzing and emulate the things that affect the four factors, then apply them in the picture in the SWOT matrix, apply the strengths map to take advantage of the opportunities, how to overcome the weaknesses that prevent the advantages of opportunities are able to deal with the threats that exist, and the last is how to overcome the weaknesses (weaknesses) that can make threats become real or create a new threat.

Manufacturing business entrepreneurs must be responsive to changes that occur and seek to respond to challenges by altering or adjusting the structure of the organization at every level of hierarchy, forming new structures within the company that are suitable for more precise employee performance improvements with consumer demands as users of the business products. Such is the responsibility for innovative change of production and engineering. Determining the direction of development of a business is strongly influenced by many factors, namely internal and external factors. The internal environment is a force that is outside the company where the company has no influence at all on the factor so that changes that occur in the business environment that will affect the performance of the company. In the external environment is more on the company's internal analysis in order to assess or identify the strengths and weaknesses of each work unit. There are two factors that make environmental analysis an important analysis in the development of a company, especially in the manufacturing business. Corporate organizations do not stand on their own but interact with other parts of the unit unit and the environment is constantly changing at all times. The complex and complex impact of the environment can affect employee performance, many different parts of an organization, in conducting external analysis, the company deepens and identifies all the opportunities that develop and become trends, treath from competitors. While the internal analysis is more focused on the identification of strength and weakness of the company.

The study of the internal environment is a must to observe the strengths and weaknesses in the internal environment of corporate organizations that can be managed companies include among others:

1. Organizational structure including the composition and placement of personnel.
2. Organizational systems in achieving organizational effectiveness including the effectiveness of internal communication.
3. Human resources, natural resources, skilled workers in resource empowerment levels, including the composition and quality of human resources.
4. Operational costs along with their source of funding.

5. Other factors that illustrate support for corporate performance processes, as well as potential in the internal environment of the company.

External environmental factors are looking at the opportunities and challenges that lie in the company's external environment, which can not be managed which includes various factors that can be grouped in aspects.

1. Task Environment, directly interacts and influences corporate organization such as: Client, Consumer, Stakeholder, Customer message.
2. Societal Environment, generally consists of several important elements such as Economics, Technology, Socio-Culture and Politics.
3. Economic Environment, is a vulnerability for most organizations, and its analysis is most difficult to do, because it concerns the national economy. Such as financial problems, government regulations, inflation rate, interest rates, and so on.
4. Technological Environment, is no less important than the economic environment. Technological advances that can be very rapid at this time requires the organization to always keep up with these technological changes in order to run effectively and efficiently.
5. Social Environment, becomes the most important in the life of the organization because it involves social behavior and cultural values (social attitude and values). openness is a new demand, especially against government
6. Political Environment, are government policies related to the field of activities of organizations, companies, such as policies in the tax, monetary, licensing, which have a long-term impact on the effectiveness of the organization. Almost all institutions and business observers in their approach use a lot of SWOT analysis. This is done by all institutions and business observers, to assess the strengths and weaknesses of the institution, before determining the goals and outline the achievement of objectives, which is a logical consequence that needs to be in the company to run smoothly in operation.

The external environment has an impact is very meaningful in a corporate organization. The change of industrial society to information society and from a manufacturing-oriented economy towards service orientation has had a significant impact on the demand for new, more innovative products. SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) has become one of the most useful tools in business and industry, nevertheless it is not possible to use as a tool for decision making in introducing new programs to the company. The process of using SWOT analysis management requires an internal survey of strengths and weaknesses, as well as external surveys of threats. Structured external and internal testing is something good and right in the organization of the company. Producers must act as the initiator or innovator in designing the future of the business he founded. Innovative new strategies must be developed must ensure that educational institutions will carry out the responsibility to meet the needs of the community as consumers, in doing so, including a test of not only the internal environment but also the external environment. Analysis of strengths, weaknesses, opportunities / opportunities, and threats or SWOTs, which provides a framework for business actors to better focus on the needs of their users, even though these analyzes are mostly targeted for business applications. to increase consumer interest to use the product properly and correctly.



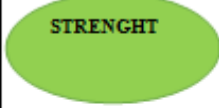

Component Component SWOT Analysis,

SWOT analysis consists of four components:

Strengths is a strength condition contained in the organization of the company, an existing business concept. The strengths analyzed are factors that exist within the organization of the company.

Weakness is the weakness of the organization, a business concept exists. Weaknesses analyzed is a component contained in the body of the company organization. Opportunities is a condition of opportunities to grow in the future. This condition is an opportunity from outside the company organization a business concept itself. eg competitors, government policies, abundant raw material sources, environmental conditions around. Threats is a threat condition from outside the organization n. What is considered to interfere with corporate organization, a business concept itself.

SWOT analysis mapping should be made matrix table and determined as SWOT information table to support its business. Then do the comparison between internal factors that include Strength and Weakness with external factors namely Opportunity and threat. to be able to do the strategy in making decisions to be implemented. The strategy chosen is the most profitable strategy with minimal risk and threat. Swot mapping can also be used to perform improvements and improvisation by knowing the advantages in, Strength and opportunity, and weakness and threat, it must do a strategy to improve the company. One strategy is to increase the Strength and Opportunity or do another strategy that is to reduce the weakness and threat.

MATRIKS SWOTS KAERNS 1992		
FAKTOR INTERNAL		
FAKTOR EKSTERNAL	COMPARATIVE ADVANTAGE	MOBILIZATION <i>(Mobilizing</i>
	<i>(How to harness the power that exists to improve its competitiveness)</i>	<i>existing resources turns threats into opportunities)</i>
	DIVESTMENT/ INVESTMENT <i>(Returns investment opportunities in improving competitiveness)</i>	DAMAGE CONTROL <i>(Restoring losses by fixing existing resources)</i>

Figur 2. Matrikulasi Swot Kaerns

Swot Matrix Matrix Swot Analysis Kaernssel

Comparative Advantages is a cell that combines the meeting of two elements of power and chance so as to provide the possibility for a company organization to be able to grow more rapidly.

Mobilization Mobile is a cell that combines two interactions between threat and power, which should be implemented resource mobilization efforts as an organizational strength to minimize threats from outside the organization, then turning the threat into an opportunity.

Cell Divestment / Investment Cell that combines the interaction between organizational weaknesses and opportunities from the outside because such conditions provide an alternative to the blurred conditions and available opportunities are very convincing but can not be used because there is not enough energy to work on. And alternative decision taken is an opportunity that is to be utilized by the organization of other companies.

Damage Control cell on this cell is the weakest condition of all cells exist, because the blend of meeting between the weakness of the organization with the threat from the outside, and take the wrong decision will bring disaster for corporate organizations. So strategythe targets that must be taken by the Damage Control to limit the losses so as not to be a more severe loss than expected.

Stepping steps of SWOT

Step 1: Setting up SWOTa session.

- a. SWOT will likely spend 50-60 minutes.
- b. Participants are divided into groups of up to 6 persons per group.
- c. By using a brainstorming tool, choose a service or service component to be analyzed.
- d. Each group creates a SWOT matrix according to example.
- e. Prepare cards and flipchart paper for each group.
- f. Define a Registrar. The Registrar's job is to fill in the SWOT matrix.

Step 2: Identify strengths and weaknesses.

- a. By using brainstorming, write on the card all the strengths within the organization (internal). Strength can be, skilled manpower, salary, means. After the card is pasted on flipchart.b paper.
- b. Once you've finished building your internal strengthsusing brainstorming, list the weaknesses inside the organization (internal) on the card and then paste it on the flipchart.

Step 3: Identify opportunities and threats.

- a. By using brainstorming, list all opportunities outside the organization (external opportunities) that can be utilized to improve the service or overcome a problem. These can be exercises, new energy, new regulations and so on.
- b. Using brainstorming, list external threats (external threats) that can block problem solving.

Step 4: Ranking strengths, weaknesses, threats and opportunities.

1. and List them in their respective columns: strengths, weaknesses, threats and opportunities.
2. Rank every column. What needs to be considered is the importance of opportunity / threat how likely the opportunity / threat will indeed exist. So also with threats and opportunities.

Step 5: Analyze your strengths and weaknesses.

1. Input SWOT matrix input and weakness.
2. Strength filled in the rankings that have been done, the greatest strengths above,
3. the lesser ones below.c.
4. After strength is filled, followed by weakness.
5. Put opportunities and threats inside colome.
6. Connect strengths and weaknesses with opportunities and threats.
7. The combination in which strength meets with opportunity is the most positive state. This situation must be maintained properly in order to remain adag.
8. The combination of weaknesses and threats is the most negative and should be avoided.
9. Each combination is re-examined if it is a way out to reduce weaknesses or threats.

SWOT Analysis Internal Environment1.

1.Strength

- a. The main ingredients are many in the market.
- b. The factory location is close to tolc gate.
- c. Financial strength stabil.
- d. Manufacturing of its products continues to grow in accordance with customer needs.
- e. Good product prototype and innovation

2.Weakness

- a. Employee skills need to be upgraded.
- b. Factory location close to masyarakat.
- c. Air pollution directly to the community.
- d. Lots of levies, unerring costs.
- e. Employee lot permissions and skip Swot

Analysis External Environment

3,Oppurtunity

- a. The customer of the product is lotb.
- b. Trends in increasing customer purchasing power.
- c. Manufacturing business is growing rapidly.
- d. Able to produce many

3.Threat

- a. Regulation of government, regulations on tight industrial business.
- b. The Political Situation does not hit.
- c. Market Segmentation is not yet organized.
- d. Competitors of similar products emerge

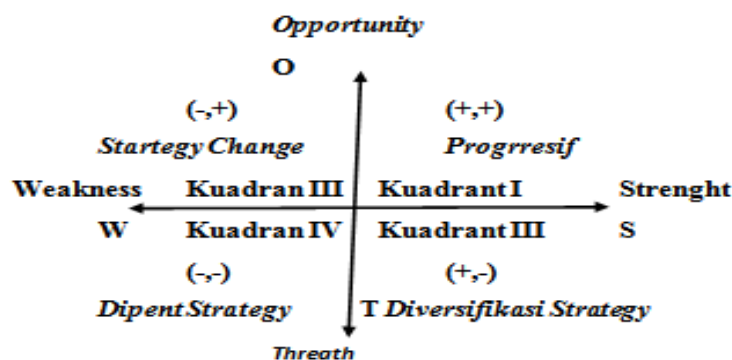


Figure 3. Kuantitatif Analisis SWOT

So the result of his calculations like this:

1. Quadrant I (positive, positive), This position proves a strong and potent organization. Progressive tactical recommendation, meaning that the organization is in good shape and healthy. So it is really possible to continue to expand, increase growth and achieve significant progress in the company.
2. Quadrant II (positive, negative), This position proves a strong corporate organization but faces a big challenge. Suggested strategy is Diversification Strategy for the organization is in good situation but also facing a number of severe challenges, so that the organization of the company will have difficulty to continue, if only depends on the previous strategy. Therefore, organizations are encouraged to start multiplying the variation of strategies in their products.
3. Quadrant III (negative, positive), This position describes a weak but still potential corporate organization. The strategy is recommended to change strategy, meaning that organizations are advised to change the previous strategy. Because, the old strategy is feared difficult to get an opportunity that is at the same time improve the performance of the company's organization.
4. Quadrant IV (negative, negative), This position proves a weak and attending organizationfire a big challenge. it is recommended that the strategy to be improved is a Defensive Strategy, meaning that the internal condition of the company's organization is in a dilemmatic alternative, so corporate organization is advised to use defensive strategy, controlling and controlling internal performance so as not to collapse. Strategy must be maintained while continuing to work on it. The above qualitative

SWOT analysis can be optimized quantitatively through SWOT calculations optimized by Pearce and Robinson (1998) in order to know the exact position of the actual organization. The calculations are carried out through several stages:

First Phase, Implementing the calculation of points (a) and the load (b) element points and the perfect number of score and weight multiplication ($c = a \times b$) on each element S-W-O-T. Calculating the value of (a) each element point is executed independently in the judgment of an element point should not be influenced nor affect the evaluations on other element points. In the scaling scale range option it really ensures the evaluative but commonly used accuracy is from 1 to 10, assuming value 1 means the lowest score and 10 means the highest value. The calculation of the weights (b) of each element point is carried out interdependently. That is, the assessment to one point factor is to compare the level of importance with other point elements. So the formulation of the calculation is the value that has been obtained at the same value with the number of points, divided by the number of points. Phase Two, Reduce between the perfect number of factors S with W (d) and factor O with T (e); The next number ($d = x$) becomes the point or point on the X axis, while the number ($e = y$) then becomes the value or spot on the Y-axis.

V. CONCLUSION

1. What to do by using SWOT analysis as follows:

- a. Strategy of Opportunities (S and O / Eqsions).
- b. The strategy generated in combination, harnesses the power of opportunities that have been identified in corporate power.
- c. The Weakness-Opportunity Strategy (W and O / Mini-maxi), Identifiable opportunities are unlikely to be exploited by the company due to weaknesses in the company's organization. Weakness-
- d. Threat Strategy (W and T or Mini-mini), In situations facing both threats and internal weaknesses, a common strategy is the external strategy of a pinched situation then the decision taken is to optimize the bound resources.

2. SWOT analysis is good for use in company, because SWOT analysis is interaction relationship between internal elements, that is strength and weakness to external element that is opportunity and threat. In the SWOT analysis the study wanted to produce the results of conclusions based on the 4 factors that have been analyzed.

3. SWOT analysis can be used in companies that use SWOT strategy can establish cooperation with stronger companies, in the hope that the threat to the company will be an opportunity, by knowing the situation that will be faced by the company to take the necessary steps to act by taking the policy

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