

ABSTRACT

This thesis is entitled "The formulation of the development strategy of the alpucard printing company using the corporate life cycle theory of Ichak Adizes" To apply this Corporate Life Cycle theory, a company or MSME is still unknown where a business is currently unknown. The business is not yet clear which phase is being experienced at this time will facilitate the reader in knowing what things must be analyzed to use the theory of Corporate Life Cycle in analyzing problems in the company. The business chosen must have easy access to data and information retrieval, or in other words it is easy to conduct interviews with parties involved in the business. In the company cycle, a company can find out what problems are and will be faced by the company in the future. In using the Corporate Life Cycle method, 4 factor analysis is needed, namely Purposeful, Administration, Entrepreneur, and Integrator. These four factors need to be examined because they can help the company in determining which phase a company is in the Corporate Life Cycle. The position of a company in the Corporate Life Cycle can be known by analyzing 4 factors, namely Purposeful (Factor P), Administration (Factor A), Entrepreneur (Factor E), and Integrate (Factor I). By doing this 4-factor analysis we can find out which company is in the phase of the Corporate Life Cycle and know what problems are being faced by the company and what strategies are suitable for overcoming it. The object of research in this paper is a printing press named Alpucard. After an analysis of Alpucard printing, Alpucard can be found in the Gogo (PaEi) phase because it has several problems such as unproductive meetings, too focused on sales. Therefore, the right strategy for companies in the current phase is the addition of controls within the company, the selection of the right people to be placed on the job desk, has limits on risk taking.

Kata Kunci: *Corporate Life Cycle, PAEI, Strategy*