

ABSTRACT

This study discusses the business strategy of Ray White Bintaro Jaya 3, a leading property agency in Bintaro, South Tangerang. The background of this research is the intense competition in the property industry and the need for the company to continuously adapt to technological developments and changing consumer behavior. The main problem addressed is how Ray White Bintaro Jaya 3 can maintain its competitive advantage amid external and internal challenges.

The objective of this research is to identify the company's internal strengths and weaknesses, as well as external opportunities and threats. Additionally, the study aims to formulate appropriate strategies to enhance the company's competitiveness and business growth.

The methods used include the Internal Factor Evaluation (IFE) Matrix, External Factor Evaluation (EFE) Matrix, SWOT analysis, and Quantitative Strategic Planning Matrix (QSPM). Data were collected through interviews, questionnaires, and direct observation involving both internal and external stakeholders.

The findings indicate that Ray White Bintaro Jaya 3 has a strong internal position with an IFE score of 2.73 and excels at leveraging external opportunities with an EFE score of 3.24. Key findings include a clear organizational structure, experienced human resources, and the integration of digital technology in marketing and customer service. However, challenges remain in the form of manual operational processes and the need for continuous adaptation to digitalization.

This research provides practical recommendations such as optimizing team role distribution, conducting regular evaluations, and increasing flexibility in sales strategies. The study also offers theoretical contributions to the development of strategic management practices in the Indonesian property sector.

Keyword: Business Strategy, Formulation Strategi, SWOT, QSPM, Ray White Bintaro Jaya 3