

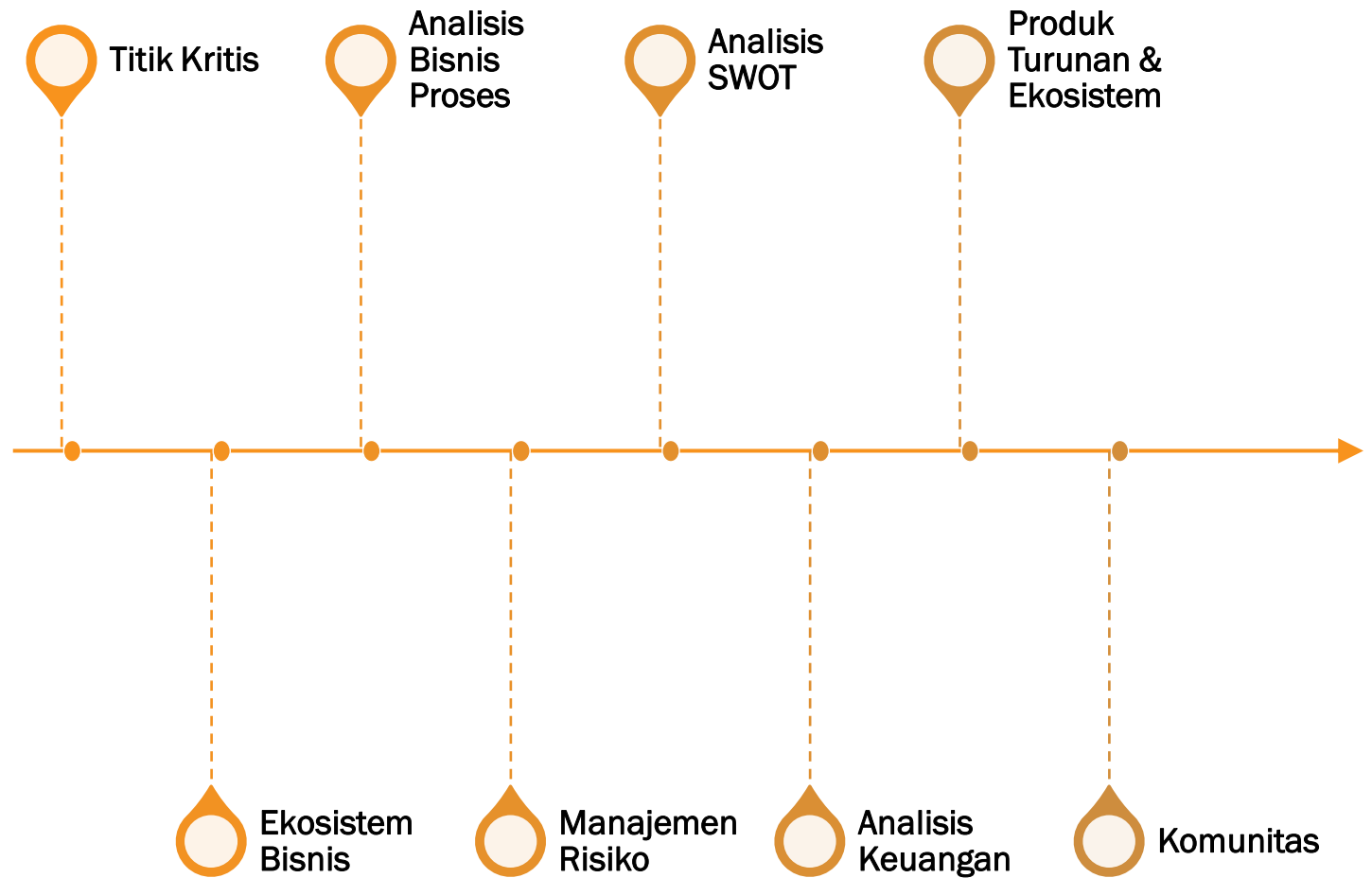


Analisis SWOT

14 - 16 FEBRUARI 2022

PIP - MDBT - RENUE CONSULTING

Frameworks



ADIS IMAM MUNANDAR



Contact

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West Java, Indonesia

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Languages

English - Passive
Indonesian – Active

Google scholar id:

<https://scholar.google.com/citations?user=Qdn6dEUAAAAJ&hl=en&oi=ao>

Summary

Strategic Management partner who have strong background in analytical thinking, strategic and audit Management with 15 years experiences in certification, agriculture and mining industry. Having interests and experiences in lecturing and consulting areas.

Skill Highlights

- Strategic and audit system Management
- Strong analytical skill
- Communicative
- Team work
- Service-oriented

Experience

- Expert Management in RENU Consulting, 2018-now
- Team Lead Advisor BAPENAS in Project Transformation Economic Indonesia-2021
- Associate Executive Director Testing and Laboratory, Mutu Agung Lestari, 2020-2021
- Consultant in PT Pupuk Indonesia Pangan, 2019-2020
- Lecturer, School of Strategic and Global Studies, University of Indonesia, 2018-2021
- Lecturer, Mercu Buana University, 2017-2020
- Audit and System Management, 2012 - 2017
Stania Prima Group
- Chemist, Quality Assurance, 2008 - 2012
SGS Indonesia
- Research and Development, Batam, 2006 - 2008
PT Universal Laboratory

Education

Doctor in Management and Business, 2017
IPB, Bogor

Master in Management, 2010
IPB, Bogor

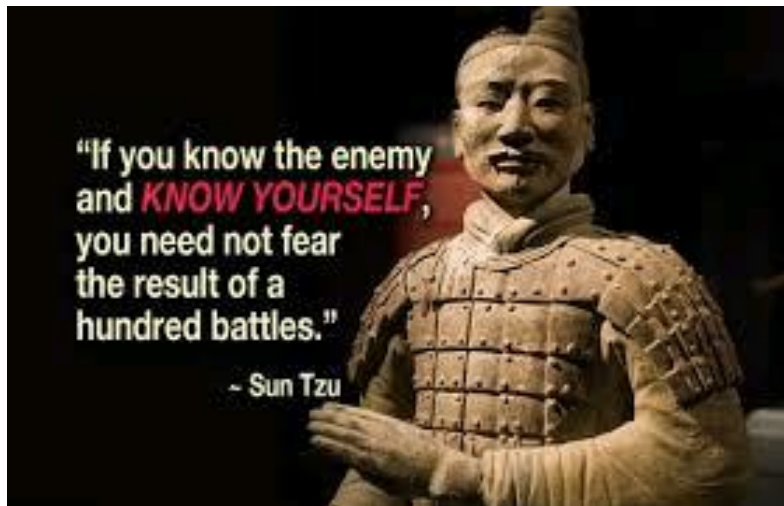
Bachelor in Science, 2006
IPB, Bogor

INSTRUKTUR PELATIHAN



The background image is a grayscale collage of financial and business-related elements. In the upper left, a portion of a calculator is visible, showing buttons for percentages, numbers 1 through 9, and a 'GPM' button. Below the calculator, there is a pie chart with several segments, one of which is labeled 'Member Profits & Benefits 10%'. In the lower right, a bar chart is displayed with the title 'Loans'. The y-axis of the bar chart is labeled with dollar amounts: '\$900', '\$800', and '\$700'. The x-axis shows the years '2004', '2005', and '2006'. The bars represent an increasing trend, with the 2005 bar reaching a value of '\$733.4'. A black pen or pencil is positioned diagonally across the bottom left of the image, resting on the bar chart.

KONSEP DASAR SWOT ANALISIS



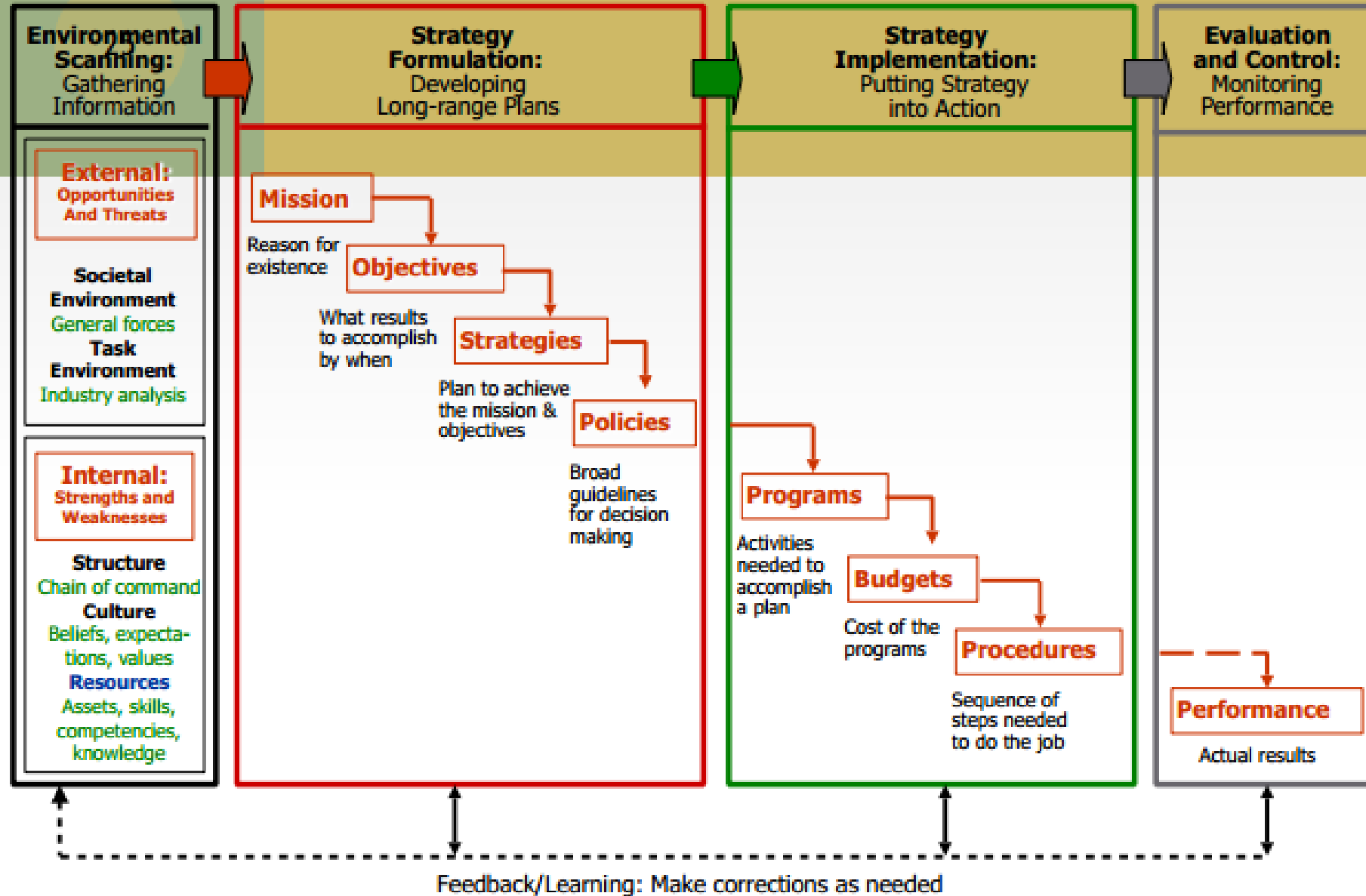
Quiz

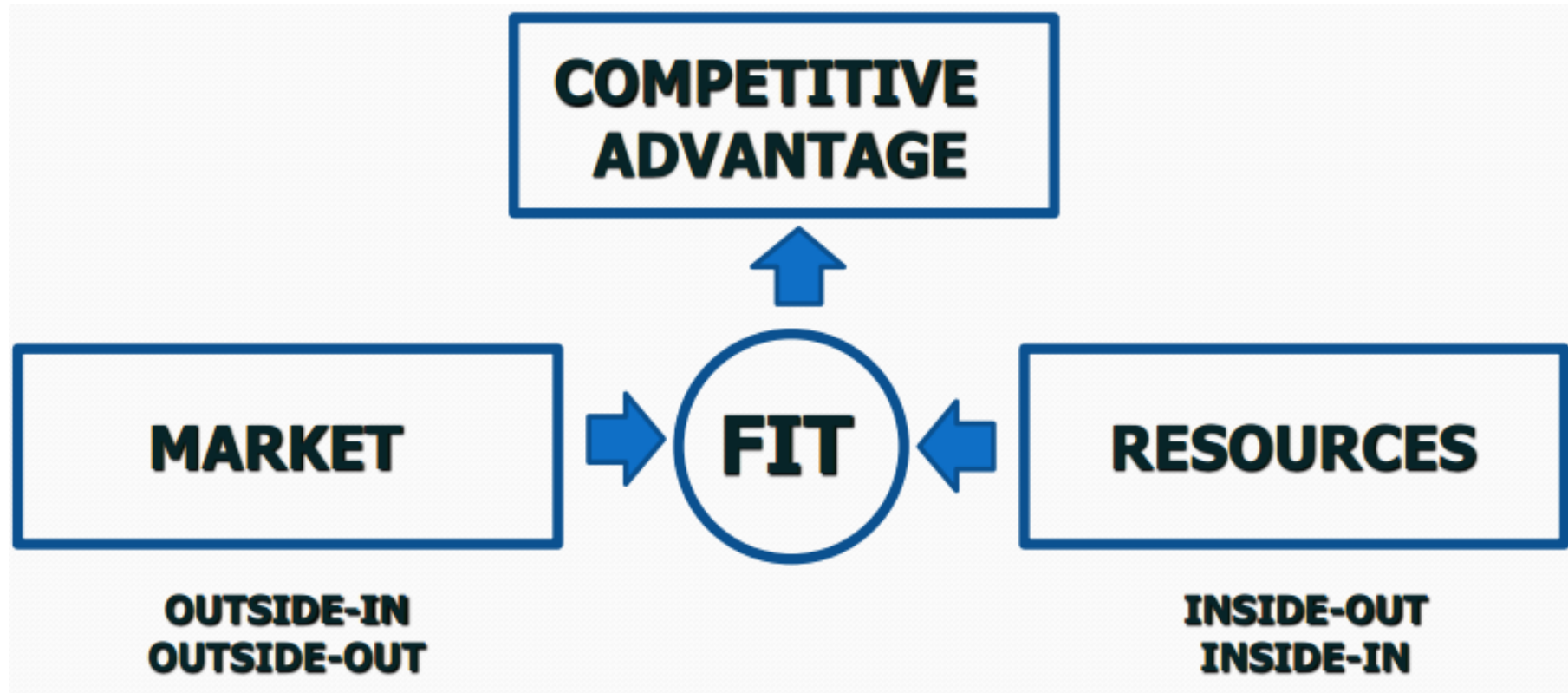
Dimana anda?

Mau kemana anda?



Basic Concepts of Strategic Management





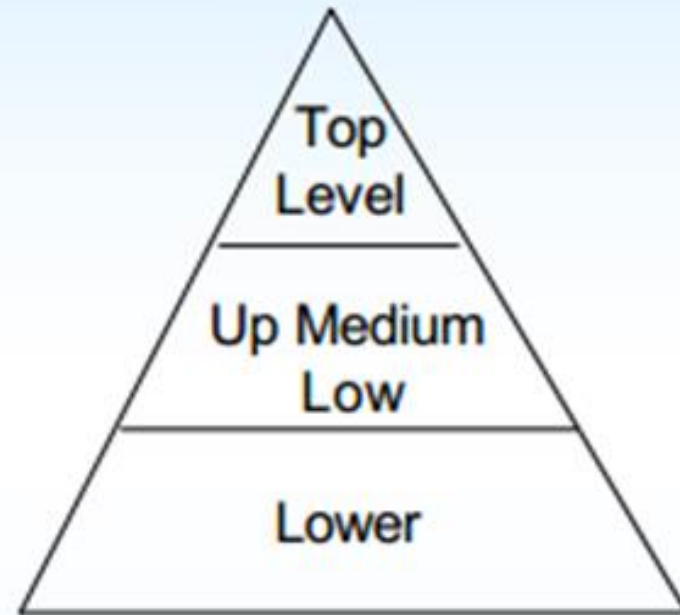
If the only tool you have is a hammer, you treat everything like a nail.

Abraham Maslow (1908-1970)

Fungsi Manajemen

- Perencanaan
- “Staffing”
- Pengorganisasian
- Pelaksanaan
- Monitoring
- Evaluasi

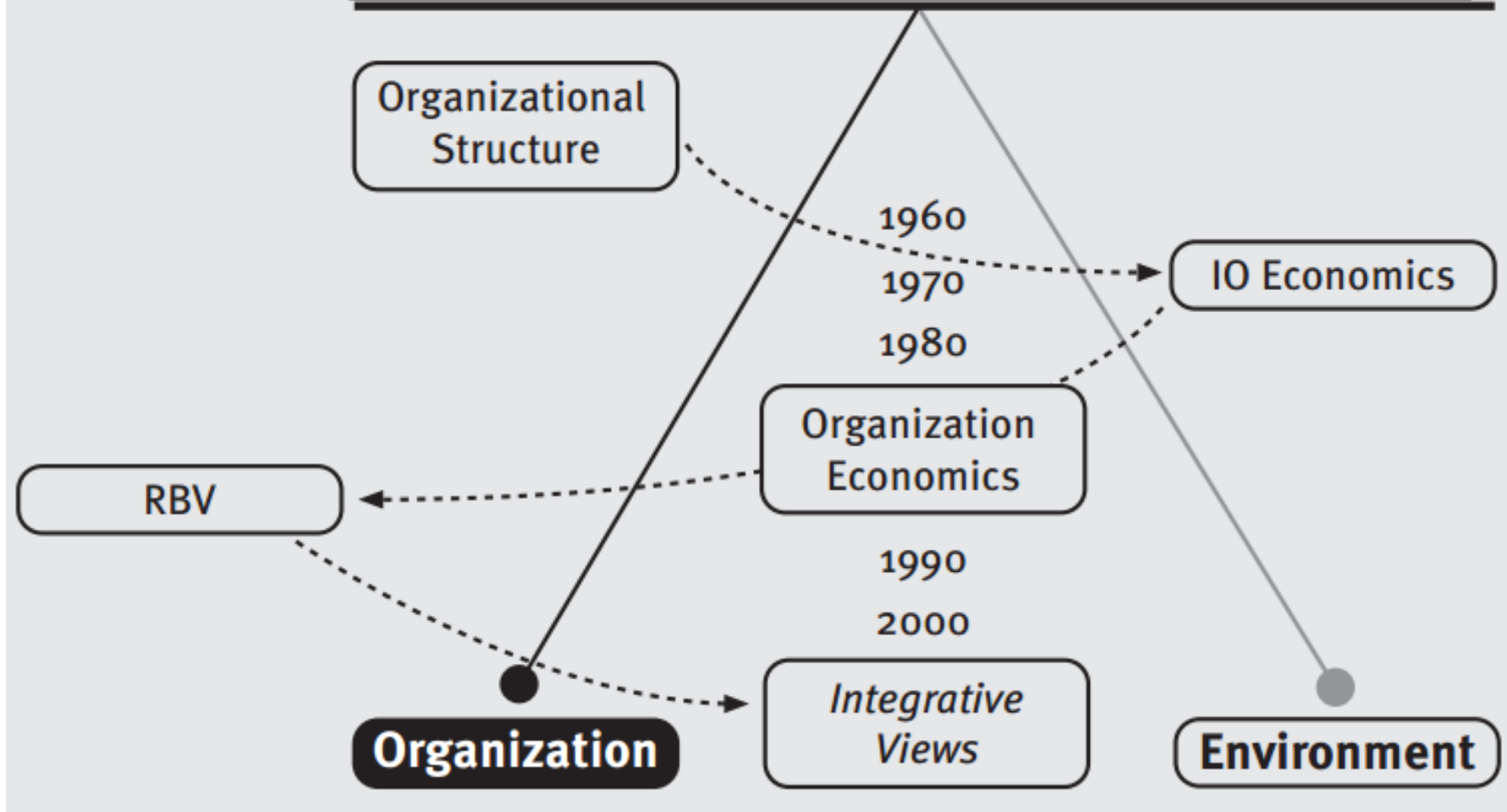
Hirarki

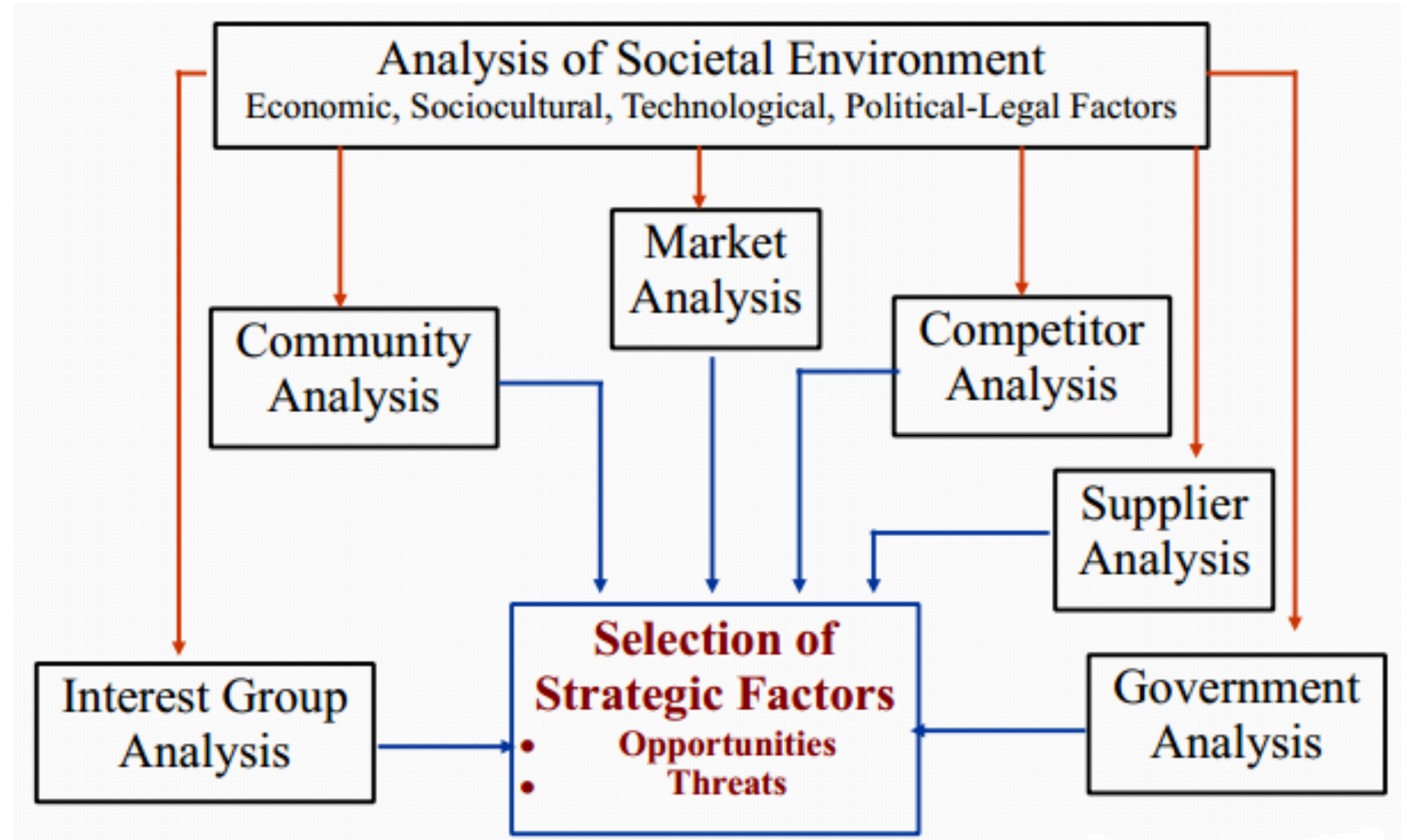


Sifat

- Directif
- Strategis
- Taktis
- Operasional

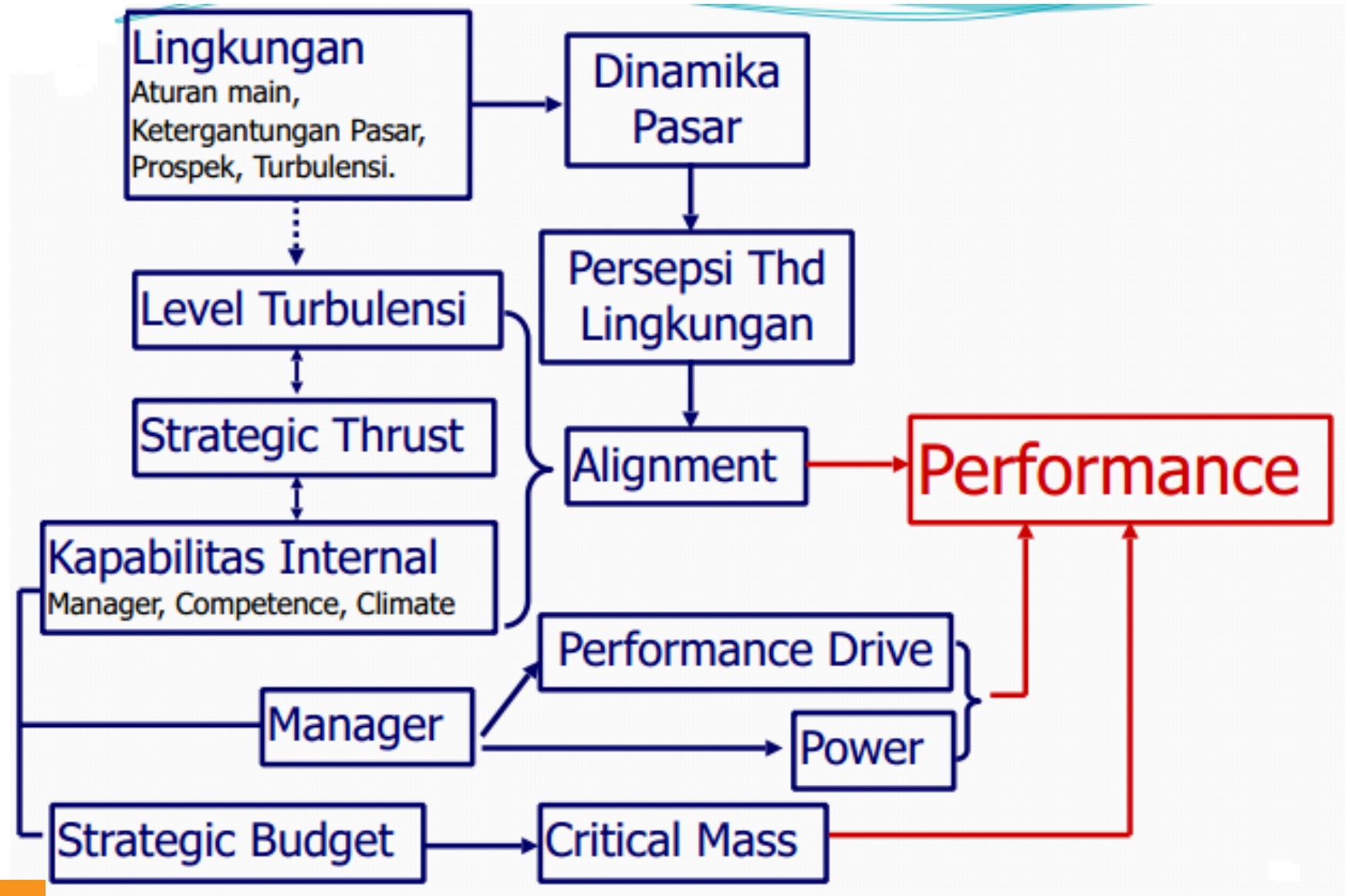
The pendulum swings again: current trends in firm strategy studies



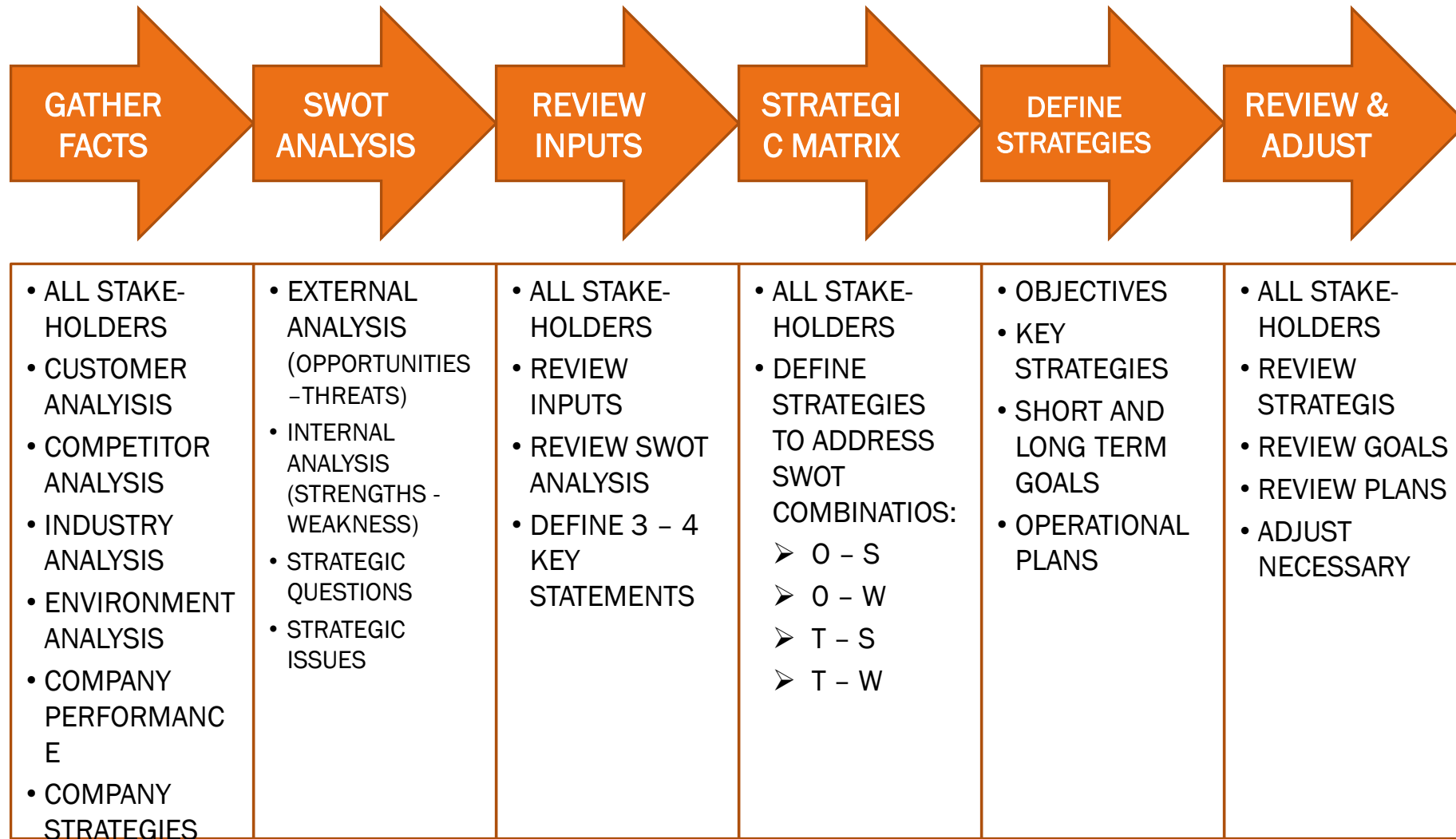


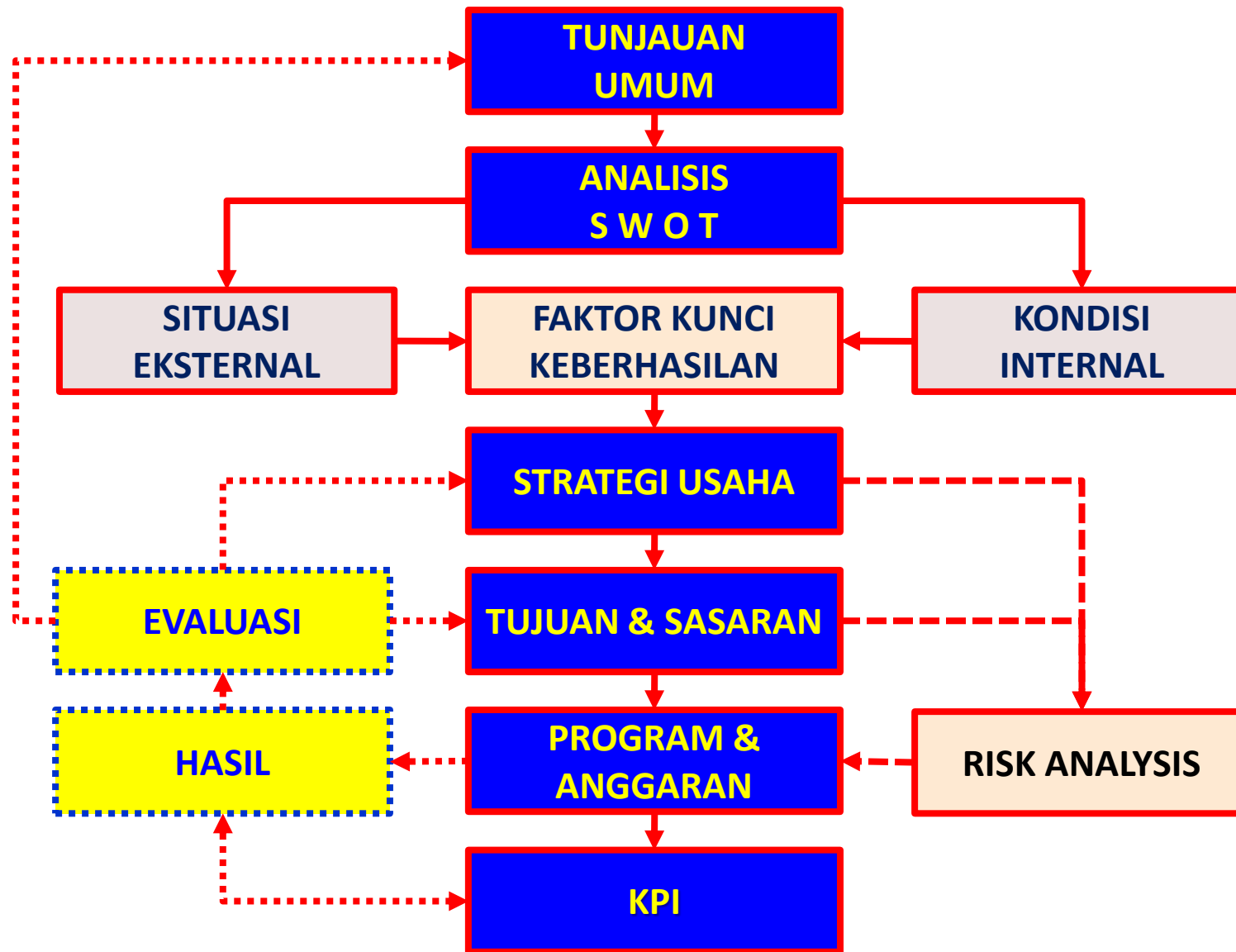
Quiz

Sebutkan kondisi pasar saat ini?



Quiz
Sebutkan kondisi BRI saat ini?





- Analisis situasi Nasional/Internasional (**Pol, Ek, Han, Kam**)
- Analisis Situasi Pasar (**supply, demand, customer, price**)
- Analisis Persaingan Usaha (**entry barrier, supplier, vendor**)
- Analisis Industri Sejenis (**product, price, promotion, position**)
- Analisis Situasi Lingkungan (**sosial, budaya, iklim**)
- Evaluasi kinerja perusahaan (**operasi-keuangan-peng.usaha**)
- Evaluasi strategi usaha (**Life Cycle, Daya Saing, Ruang Pasar**)

Quiz

Lakukan analisis usaha?

Kondisi Internal		Situasi Eksternal	
strenghts	weakness	opportunities	threats

- ✓ Permasalahan strategis ??? → BERDAMPAK JANGKA PANJANG !!!
- ✓ Kondisi kritis ??? → PERLU SEGERA DIPERBAIKI !!!

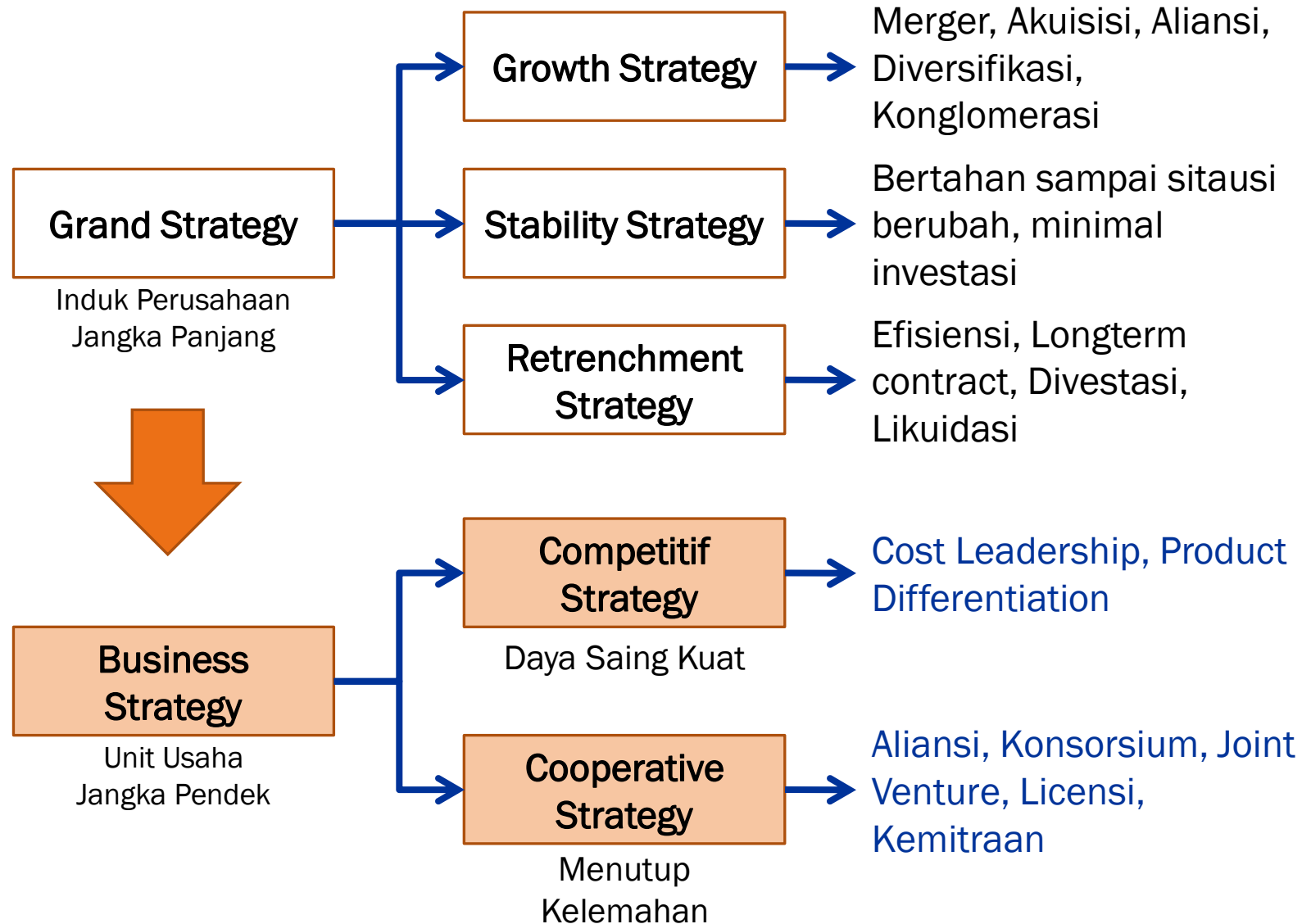
- Pengkajian setiap masukan dan uji kesesuaian
- Pengkajian analysis SWOT dan tetapkan 3 – 4 pernyataan kunci

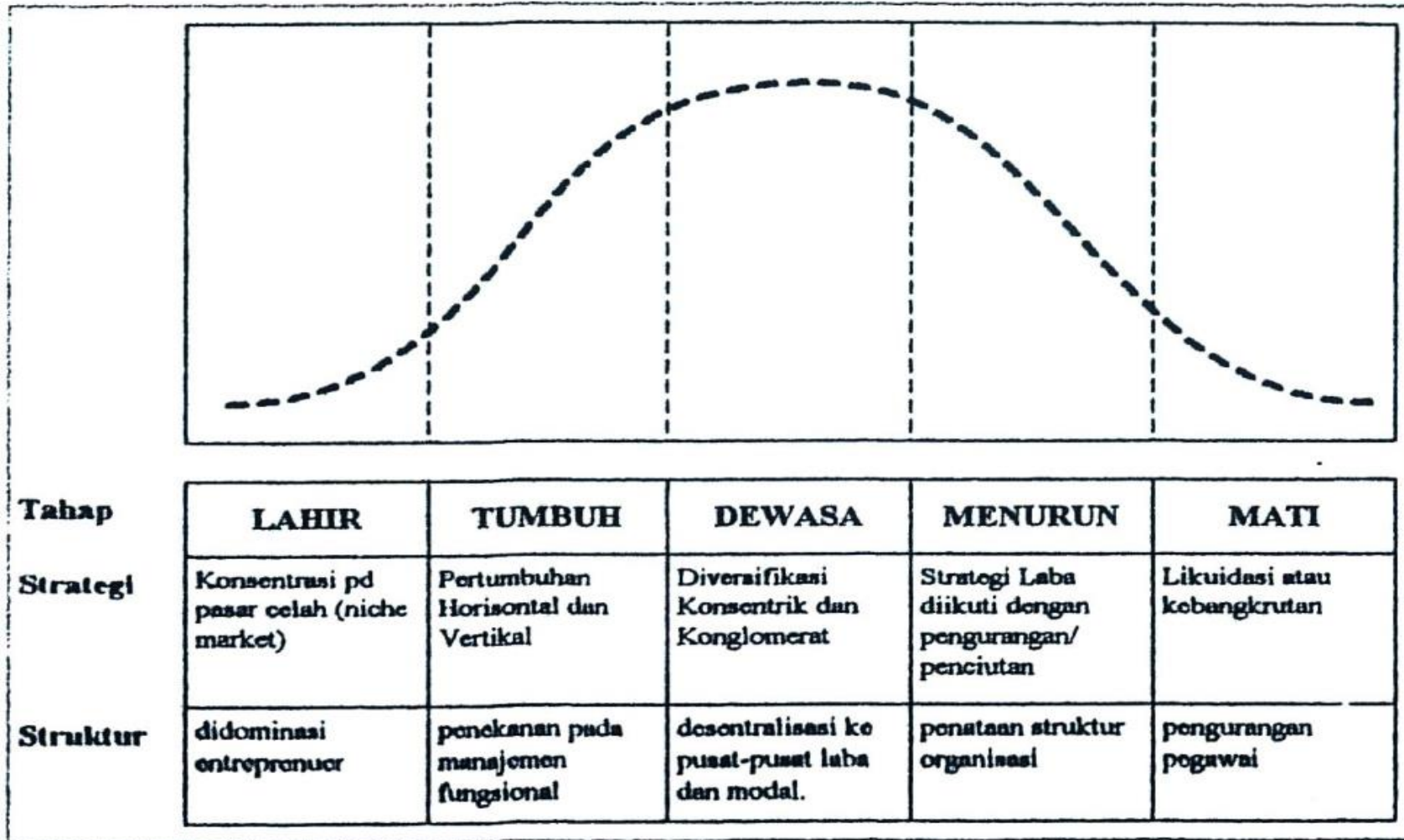
	<u>STRENGTHS</u>	<u>WEAKNESSES</u>
<u>OPPORTUNITIES</u>	<u>FAKTOR KUNCI KEBERHASILAN</u> 1. (O – S) manfaatkan peluang dengan kekuatan 2. (O – W) manfaatkan peluang melalui kerjasama 3. (T – S) tanggulasi ancaman dengan kekuatan 4. (T – W) hindari ancaman dan cari jalan lain	
<u>THREATS</u>		

Quiz

Lakukan analisis SWOT?

STRATEGI USAHA

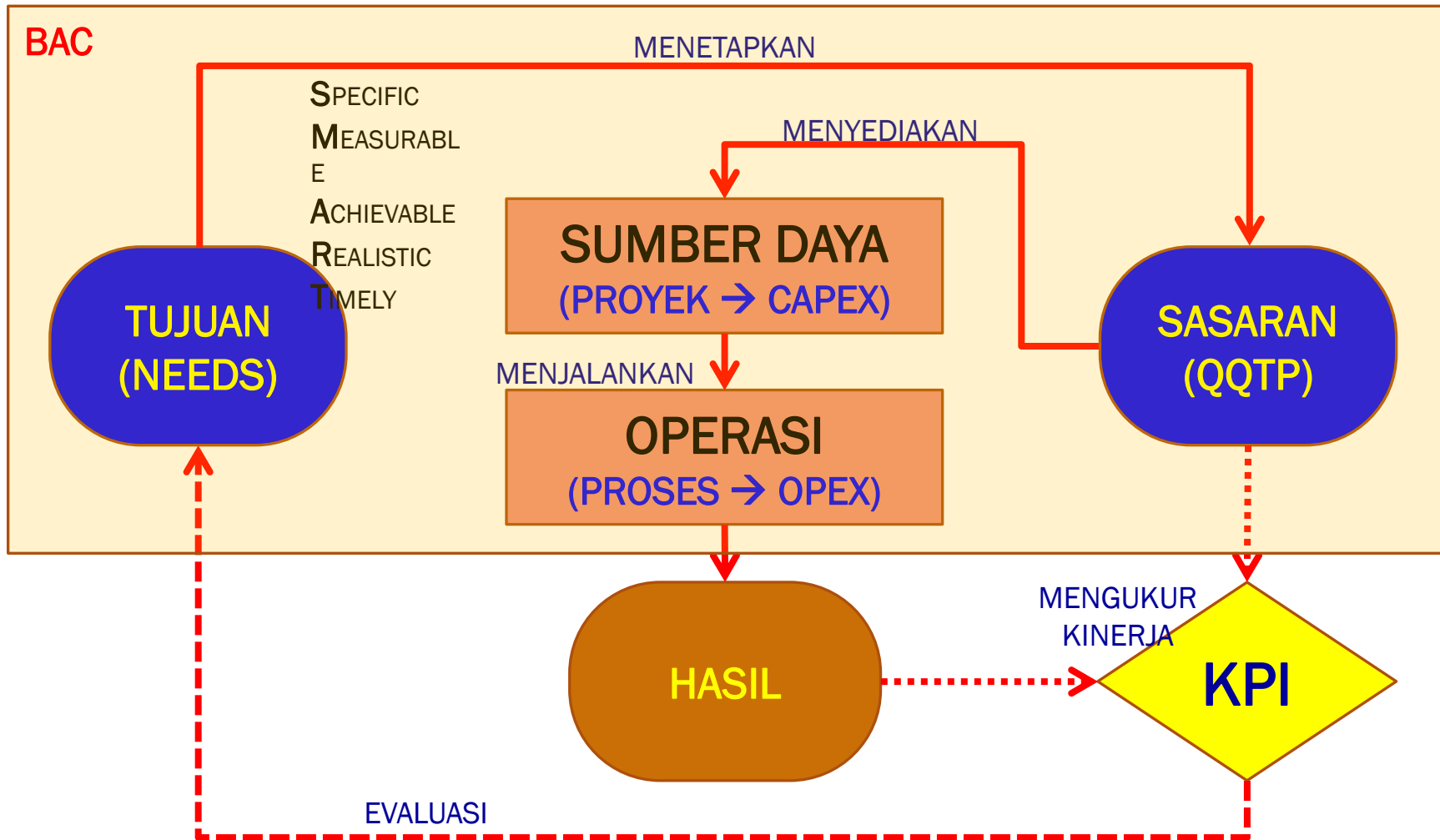




Tujuan	Sasaran
• Specific • Measurable • Achievable • Realistic • Timely	• Quantity • Quality • Time • Place
✓ Top - Bottom ✓ Sejalan dengan Visi & Misi ✓ Sesuai dengan Keinginan Top Management	✓ Bottom - Up ✓ Usulan bawahan dan disetujui atasan ✓ Sebagai tolok ukur kinerja

Quiz

Buat tujuan dan sasaran dari SWOT?



TUJUAN	PROGRAM	ANGGARAN	SASARAN
1. Peningkatan Kompetensi SDM mantri	<u>PROYEK</u> • Pelatihan dengan Renue	<u>CAPEX (Rp. juta)</u> 150	• 25 orang inhouse training • 1 tahun
	<u>PROSES</u> • Seleksi • Pendaftaran • Pelaksanaan kursus di lokasi	<u>OPEX (Rp. Juta)</u> 2 3 110	
3.	<u>PROYEK</u>	<u>CAPEX (Rp. juta)</u>	
	<u>PROSES</u>	<u>OPEX (Rp. juta)</u>	

Quiz

Buat program dan anggaran dari SWOT?

*Thank
you!*