

COMPETITIVE STRATEGY MODEL FOR PURBALINGGA BATIK

Publons ID	40003758
Wos ID	WOS:000447295700005
Doi	
Title	COMPETITIVE STRATEGY MODEL FOR PURBALINGGA BATIK
First Author	Suliyanto; Wulandari, Siti Zulaikha; Novandari, Weni;
Last Author	
Authors	Suliyanto; Wulandari, SZ; Novandari, W;
Publish Date	AUG 2010
Journal Name	ECONOMIC JOURNAL OF EMERGING MARKETS
Citation	1
Abstract	Batik Purbalingga has a promising role to increase society's welfare in Purbalingga. This study aims at investigating the problems of and formulating a competitive strategy for Purbalingga Batik, using an Analytical Hierarchy Process. It uses Strength, Weaknesses, Opportunities and Threats and Quantitative Strategic Planning Matrix to formulate a competitive strategy for Purbalingga Batik. It finds that the operational factor, human resources, marketing, financial and business environment are constraints to the formulating process, with operational factor as the dominant one. It suggests that the Strength-Opportunity is the appropriate tool to develop a competitive strategy for Purbalingga Batik.
Publish Type	Journal
Publish Year	2010
Page Begin	169
Page End	185
Issn	2086-3128
Eissn	2502-180X
Url	https://www.webofscience.com/wos/woscc/full-record/WOS:000447295700005
Author	Dr SULIYANTO, S.E., M.M.