

# **DEVELOPING BUSINESS STRATEGY AND BUSINESS MODEL FOR PT PUNJLLOYD INDONESIA TO REGAIN MARKET SHARE IN THERMAL POWER SECTOR**

## **FOR PT PUNJLLOYD INDONESIA TO REGAIN MARKET SHARE IN THERMAL POWER SECTOR**

**Pappu Kumar**

**School of Business and Management**

**Institut Teknologi Bandung, Indonesia**

**pappuk0503@gmail.com**

### ***ABSTRACT***

PT Punjloyd Indonesia (PT PLI) is renowned Engineering, Procurement and Construction (EPC) Company a subsidiary of Indian origin conglomerate PUNJLLOYD GROUP. The company is engaged in offshore, onshore Oil & Gas and Thermal power projects in the Republic of Indonesia. Due to the sluggish condition of coal market in the world, particularly in Indonesia and very slow thermal power execution, PT PLI is not able to get new projects since 2012 in Thermal power sector. In order to get new projects, PT PLI need the most suitable business strategy and business model that should be implemented immediately. This will begin to analyse external environment, competitive forces and internal environment to determine PT PLI's strength, weakness, opportunities and threats by using PESTEL analysis, Porter's 5 Forces, Value chain analysis, Culture and Organization analysis. Based on these analysis the company corporate strategy by grand strategy matrix, Business generic strategy formulation and Business Model canvas has been developed. Finally the short term and long term implementation plan will be projected within next two years that will be started in 4<sup>th</sup> quarter of 2016. People, organization, innovation, research / product development will be a key factors for success of this agenda.

**Keyword:** Business Strategy, Canvas Business Model, Porter 5 Forces, Value Chain, Grand Strategy Matrix.