

e. Competition level among competitors

Japan-based motorcycle has been well known by the local people in Jogjakarta and they have created a very good image. They usually provide a good after-sale service all around Indonesia. The competition among Japanese products have reached the highest point, moreover the emergence of China-based motorcycles recently has created even tighter competition and has caused a highly competitive market share.

Apart from the above-mentioned matters, there are also few things to consider:

- 1) *Number of competitors*: Two-wheel vehicle market usually uses oligarchy system. Hence, the competitors of PT. Indo Jaya Motor are other Suzuki main dealers PT. Kharisma Mataram Motor, Honda as the market leader, and another brands such as Yamaha, Kawasaki, Vespa, and finally China and Korea-based motorcycle.
- 2) *Rate of industrial growth*: The level of national economic growth has improved and the market is getting better, see table 4.1
- 3) *Service characteristic*: Different service quality and facilities have created another competition.
- 4) *Diversity of rivals*: Every distributor of two-wheel motorcycle has its own idea and strategy to win a competition.

4.1.3. External Factor Analysis Summary

The following table (table 4.2) shows a collectable external factor of a company that has been assessed using External Factors Analysis Summary (EFAS):

Table 4.2. EFAS

External Factors		Weight	Rating	Weighted Score	Comment
Opportunities					
O1	▪ Economic grow	0,125	4	0,5	Increasing <i>Increasing number of the new student</i>
O2	▪ <i>Student city</i>	0,125	3	0,375	
O3	▪ The need of transportation	0,15	5	0,75	Become a basic need
O4	▪ <i>Oligarchic market</i>	0,1	2	0,2	<i>The bigger competitor easy to identification</i>
O5	▪ Society custom	0,05	2	0,1	The characteristic of Asia people that want to try the new product
Threats					
T1	▪ The older player PT. Kharisma Motor	0,15	5	0,75	Having the excellent positioning in the society
T2	▪ <i>Incoming China-based Product</i>	0,125	4	0,5	The cheaper product and the similar models with Japan product
T3	▪ Indonesia politic situation	0,1	3	0,3	governmental instability
T4	▪ <i>The entry of import product</i>	0,075	2	0,15	Prestigious value to own a CBU product
		1		3,625	Above the average

The table above explains that weight value is based on same factors, which probably can give an effect to a strategy that a company applies. The range is