

# **BUSINESS STRATEGY FOR A MULTINATIONAL COMPANY TO EXPAND ITS INDUSTRY 4.0 SOLUTION IN VARIOUS INDUSTRIES IN INDONESIA**

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## **Abstract**

Once a multinational company focuses on sensor measurement technology, data acquisition software, data analytics and process control that is currently focused on a specific industry: pulp & paper in Indonesia should also be able to expand its market especially to the general industry. Given the market potential, this research is aimed at analyzing and designing a business strategy for a multinational company to develop a market outside pulp and paper in Indonesia.

Using depth interview data from a multinational company, users, industry expert interview and questionnaires, all data are analyzed using Porter Five Forces, and VRIO for analysis and TOWS and Diamond Strategy as business solution.

It can be argued that there is great potential for this multinational company to expand its business beyond pulp and paper and products or solutions such as data acquisition, data analytics and predictive control models can be used in other industries. Realistic target industries are industries in Indonesia that share similarities with the pulp and paper industry integrated plan such as cement and power generation. One of the first steps to developing a business is to use local partners who have knowledge and knowledge of the target market. Internal development and increased resources are also needed to support this strategy.

**Keywords:** Industry 4.0, Business, Strategy, Expansion, Analytical Tools, Process Control.

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