

## ABSTRACT

*Global furniture market share opportunities and the market size of the furniture industry in Indonesia have high growth potential. One of the areas that is the center of the wood furniture industry in Indonesia is in Jepara district. Annida Furniture, is one of the furniture businesses in Jepara that sells various types of furniture, ranging from living room furniture, bed room furniture, kitchen & dining furniture and outdoor furniture. Annida Furniture's revenue over the past two years has experienced unstable fluctuations due to intense competition and marketing activities that have not been optimized. Annida Furniture needs to implement the right strategy in order to survive and compete in the market.*

*In formulating the right strategy, Annida Furniture uses the SWOT analysis method and BCG (Boston Consulting Group) analysis. In the SWOT matrix, Annida Furniture is in quadrant I, which supports aggressive strategies with SO (Strength-Opportunity) strategies by creating strategies that use strengths and take advantage of opportunities. In the BCG matrix, the Annida Furniture business is in a star position with a market growth of 172% and a relative market share of 1.02x. The living room furniture business unit is also in a star position. Other business units such as bedroom, kitchen & dining and outdoor furniture are in the question mark position. The strategies that can be applied by Annida Furniture and the types of living room furniture products that are in a star position are backward integration, forward integration, horizontal integration, while for the types of bedroom, kitchen & dining and outdoor furniture products that are in a question mark position, market penetration, market development, product development, and divestment strategies can be applied.*

**Keywords : Furniture, Strategy, SWOT, BCG**