

ABSTRACT

Open strategy is one of approachment to the strategy process. This study's aim was to increase the knowledge about the effectivity of open strategy implementation to business performance. Moreover, this study could indentify the obstacles that occur in open strategy implementation.

This study was a qualitative research with a case study. This study used a semi-structured interview and documentation learning. This research took a case study in one of the micro businesses, coffee shop business named XY in Bandung city. The respondents in this study were the people who were involved in open strategy process, they are shop owner, manager, financial staff and barista.

The effectivity of open strategy implementation could be measured by some phases, which was variation phase, selection phase and retention phase. Measurement of business performance based on financial aspects, used sales report and non-financial aspect, used job satisfaction.

The result of this study found that the obstacles mostly happen in variation phase and retention phase. The implementation of the open strategy could be considered effective because it had given a good impact on job satisfaction even though the sales was still fluctuative.

Keywords: *Open strategy, Business performance, Micro business*