

## ABSTRACT

**Hardi Gustap Pandiangan**, Corporate Strategy of Gondang Baru Sugar Factory In Klaten, advice by **Siti Syamsiar** and **Agus Surata**. The purpose of this study was to analyze the strategy to choose the right company at the company's sugar mill Gondang Baru Klaten approaches SWOT analysis (Strengths, Weaknesses, Opportunitties, Threats), Internal External Matrix and Grand Strategy. Data from this study is the company's primary data observation and interview respondents the cultivation of plants, the plant, the processing and administration and finance, and secondary data records, historical reports, and archives. The results of SWOT studies showed the company is on, an aggressive strategy, the Internal External matrix shows, the horizontal integration or growth strategy (cell 2) and the Grand Strategy is in quadrant I shows that conglomerate diversification.

Key words: Corporate Strategy, SWOT Analysis, Grand Strategy.