Executive Summary

XYZ Storage Solution Company is a Semiconductor and Storage Products (S & S) Company at Yokohama, Japan as a Mother Manufacturing Headquarters. It was established on July 7, 1995 although operations started in October 1996.

This study used descriptive research design. Descriptive research is used when data are collected to describe persons, organizations, settings or phenomena. The key performance indicators will be defined to measure the implementation of the strategies formulated. Whenever there will be significant deviations from the set targets, corrective action will be implemented to develop the best course of action.

Strategy formulation using TOWS Matrix, Internal-External Matrix, SPACE Matrix, Grand Strategy Matrix and Quantitative Strategic Planning Matrix (QSPM) will be use in the succeeding section to help the company identify better planning actions. Finally, strategy formulation and monitoring and control to action plans will be utilize.