ABSTRACT

ELZA MAISIANA. Marketing Strategy Analysis and Prospect of Rice Products Business Development PT. Bintang Buana Sejahtera, Jakarta. Advised by RIZAL SYARIEF as Chairman and NURHANI SRI PALUPI as Member.

Rice is a strategic commodity aspects of Indonesia in terms of economic, social and political because it is the staple food of nearly all residents. PT. Bintang Buana Sejahtera (PT BSB) is active in the field of rice trade, rice mills and hulling rice have the potential companies to develop their business. The purpose of this study are: 1) identify and evaluate the position and condition of PT. BSB views of internal and external factors, 2) develop an appropriate marketing strategy in developing the business forward, 3) analyze business development prospects of PT. BSB.

The data in this study include primary and secondary data. Data obtained from the descriptive method with approach to the marketing mix were analyzed using matrix EFE, EFE, IE, SWOT and QSPM. For the analytic method with the approach of financial ratios, such as, PBP, B/C Ratio, BEP, NPV and IRR.

IE values obtained by the PT. BSB 2.803 and 3.518 for EFE. The combination of these two values indicates that the marketing strategy lies in cluster II, is grown and cultivated cells. Alternative strategies can be applied in the form of market penetration, market development and product development.

VOT analysis results for PT. BSB are as follows 1) S-O Strategies: Innovation and the variety of products by utilizing technological advances, Develop their own distribution channels; 2) W-O Strategies: Expanding market share in big cities Indonesia to take advantage of promotional media, Opening branch in another city in Indonesia consideration the ease with raw materials to increase market share and reduce the cost of production; 3) S-T Strategy: Maintain quality and product characteristics led to anticipate competition, Cultivate good relationships with customers and suppliers; 4) W-T Strategy: Provide warranty/guarantee products to attract customers and retain customer loyalty, Develop partnerships with larger companies, Asking financing facility (Working Capital Credit) to the Bank for the business cycle. QSP matrix calculations obtained the most attractive strategy to apply is to maintain and raise the quality of the product characteristics to anticipate the total value of business competition greatest attraction for 7, 605.

The results of the financial feasibility analysis shows that the PBP for 1.63 years (approximately 20 months), net B/C ratio is more than one (4.29), the value obtained BEP is Rp. 16,543,349.42, the discount rate 14% obtained a positive NPV value of Rp 34,629,837,929, 49.07% IRR greater required discount rate by 14%. This shows that the business and trading rice mills rice PT. BSB is financially feasible.

Keywords: development prospect, marketing strategy, rice