ABSTRACT

Development Strategies Of PT. Madu Pramuka Cibubur And PT. Mutiara Tugu Ibu Depok

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Business of honey provides benefits to human life and the sustainability of nature. Market opportunities for the honey bee are still wide open so that additional support for the enhancement and enterprise development in Indonesia beekeeping is still needed. This research analyzed development strategies of PT. Madu Pramuka Cibubur and PT. Mutiara Tugu Ibu Depok. These companies were chosen intentionally because they were experienced companies in the honey bee business. The data were collected through interviews during a month from March until end of April 2011. The Internal Factor Evaluation (IFE) and the External Factor Evaluation (EFE) were assessed to figure out strengths, weaknesses, opportunities, and threats of each company. IFE and EFE matrix were used to find out the position of each company. The suitable development alternative strategies of each company were obtained through Strength-weakness-opportunity-threat (SWOT) analysis and Quantitative Strategic Planning Matrix (QSPM). The proper development strategies for PT. Madu Pramuka were increasing the promotion and offering a discount for products other than honey (Total Attractiveness Score/TAS = 16,732), whereas PT. Mutiara Tugu Ibu Depok strategies were increasing the number of agents and promotion, making the store more attractive, and making partnerships with other companies (TAS = 13,976).

Keywords: SWOT, PT. Madu Pramuka, PT. Mutiara Tugu Ibu Depok, the development strategy, honey