

Analysis on Product Portfolio
of PT. Perhutani Unit III - West Java
at the Administrator of Sukabumi

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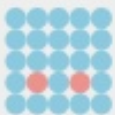
The Administrator of Sukabumi is one of Administrators under PT. Perhutani Unit III - West Java, which develops a portfolio strategy on products comprising of (1) tectonia grandis (teak), (2) pinus merkusii (pine), (3) parashorea stellata (resin), and (4) ecotourism. The aim of this study is to analyze and evaluate the internal (strengths and weaknesses) and external (opportunities and threats) factors of each product at present as well as the development target of each product in the future, so an alternative business strategy may be set up to achieve the desired target.

Facing the change and development of business environment, it is necessary to review the development strategy for product portfolio, which is in conformity with the change of business environment condition at present. While anticipating the development of business environment in the future, it is important to conduct a descriptive analysis, a matrix evaluation of external factor, an internal-external matrix, and a general electric. The analysis on product portfolio at the Administrator of Sukabumi, both at present and in the future, is intended to put all products under an alternative strategy, which is to grow based on market segments, specialization, and selective investments. Based on prioritized parameters such as technical aspect, income contribution, and market growth; the product portfolio developed at the Administrator of Sukabumi, both at present and in the future, is intended for teak and ecotourism.



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