ABSTRACT


The opening of free trade era will have direct impact to meat product. Local meat will be pressured by import meat because of the advantage of import meat quality. Together with the rising of national meat consumption level, the future of market meat will become bigger. Due to the imported meat condition, the local company could not gain much if they do not improve the quality of the product and the management of the business.

PD. Dharma Jaya Slaughter house is one of national companies who has 70 % contribution to Jakarta meat supply. To anticipate the future tight market competition, Dharma Jaya needs to strengthen their competitive advantage by analyzing their strengths, weaknesses, opportunities, and threats to improve their business strategy.

The result of this case study in PD.Dharma Jaya, propose to do: a partnership strategy, business integration, developing unit business, cost efficiency, make quality and "halal" factor as a selling point, organization restructuring, arranging alliance and joint venture with multinational company.