This study aims at evaluating the practice of business partnership carried out by fishermen and the companies collecting and marketing kerapu fish, as well as providing recommendation for a better partnership strategy between fishermen and such companies in the Regency of Mentawai Islands. The study was conducted in the Regency of Mentawai Islands from January to February 2002. The method used was a descriptive method through case study, that is, the partnership between PT Simula Mentawai and fishermen. The analytical tools used comprise of descriptive analysis, financial analysis, statistical analysis using sign test, internal-external analysis, and SWOT analysis.

From the descriptive analysis, it was discovered that the partnership system carried out was simply in form of a common trade system where fishermen do the fishing activities and the company purchase and accommodate the caught living kerapu fish. The fishing activities practiced use motor boats and boats without motor but with hand line fishing gear. Based on the financial analysis result, for fishermen using motor boats, the cost per unit result is of Rp. 13,940 per kg, the W/C ratio is of 1.77, and the earnings level is of Rp. 12,990,800 per year. While for fishermen using boats without motor, the cost per unit result is of Rp. 14,621 per kg, the W/C ratio is of 1.72, and the earnings level is of Rp. 6,638,000 per year.

From the measurement on the fisherman's satisfaction level towards the existing partnership variable, using sign test, it shows, fishermen satisfied with three of the four satisfaction variables. Those variables are the capability of the company to absorb all the catch, the method of delivery the catch to the company and the payment method. The fourth variable, output price determination, statistically also satisfied the fisherman but did it the least.

Based on the internal-external factor analysis, the total score of 2.717 for the internal condition and of 2.478 for the external condition shows that the company is on the average position in carrying out the partnership. From the SWOT analysis result, there are several alternative strategies for partnership, that is: (1) the building of better relationship with partner fishermen, (2) the partnership development, (3) the flexible purchasing price, (4) the improvement of technical officers’ competence, (5) the cooperation with individual companies, (6) the cooperation with Local Government and Financial institution in providing fishing facilities support, and (7) the diversification of kerapu fish cultivation.