ABSTRACT

The study was conducted at PT. Bharakerta as a business unit of Parent Cooperative Police from August to September 2010. The purpose of this study were: (a) to identify and to evaluate the internal and external strategic factors of the company in implementing the PT. Bharakerta’s partnership, (b) to define several strategy alternatives which is applicable in developing PT. Bharakerta partnership, and (c) choose a suitable strategy as a recommendation of this research.

The Purposive Sampling Method was used in this research. Data analysis used the IFE-EFE Matrix, SWOT Matrix Analysis, and the QSPM Analysis. Based on the SWOT matrix analysis, four alternative strategies were produced, which include: (a) Focusing on production cooperation with business partners, (b) Improved management systems and production, (c) Rejuvenation equipments, (d) Improvement and development of human resource of production unit. Result of the study shows that the strategy with first priority and recommend to implement by PT. Bharakerta partnership development program focusing on production cooperation with business partners.

Keywords: Partnership, IFE-EFE Matrix, SWOT Matrix Analysis, QSPM Analysis.