ABSTRACT

Strategy of Technology Development and Business Innovation of Ornamental Plants in PT. Saung Mirwan

Ernies

The purpose of this study were to identify the components of technology and innovations of ornamental plants in PT. Saung Mirwan, to identify the internal and external factors that affect the business of ornamental plants, to define the various alternative strategies for technology development and business innovation strategy of ornamental plants in PT. Saung Mirwan, and also recommend priority strategies that can be applied to technology development and business innovation of ornamental plants in PT. Saung Mirwan. The data were collected from 8 respondents of PT. Saung Mirwan and some experts of ornamental plants business. Identification of technology and innovation, identification of internal and external factors, as well as SWOT analysis were used to analyze the data in this research. The result of the research showed that the technology and innovation performance level has been going well, even though PT. Saung Mirwan still make efforts to improve their performance, the technology and business strategies in this research were formulated as follows: (1) to intensify communication with suppliers and buyers in order to obtain input information for innovation and technology required, (2) to conduct R & D partnerships with university and, R&D Center for Ornamental Plants to obtain innovation, in particular to fulfill the demands of export quality assurance, market trends and anticipate arrival of new comers, (3) to increaseg use of production techniques to produce products that comply with the existing market opportunities, and (4) to improve the ability and discipline of human resources.

Keywords: PT. Saung Mirwan, Technology, Innovation, Ornamental Plants, Business, Strategy, SWOT Analysis