ABSTRACT

Strategic Planning of PT. Liza Herbal International
Asep Indra Kurniawan

In this modern era of medical technology, various kinds of chemical drugs are available. However, these drugs often have side effects on human's health. Being aware of the danger of continual and excessive use of chemical drugs, international society begins to move to the use of natural herb medicines. PT. Liza Herbal International (LHI) established in March 2005 is focused on developing various herb's products and services in Indonesia. High pressure low temperature drying technology is used to process herbal plant into high quality dried herbs. This moderate drying technology makes it possible to evaporate water content without destroying the chemical properties of the material and with water content of 5% w/v the herbs can be stored for long period of time without worrying that they will be broken or contaminated by fungi or bacteria. LHI has been supporting Indonesian organic farmers and local craftsmen to develop the sustainable cultivation of natural and organic herbs in Indonesia. LHI activity is increasing the understanding, use and appreciation of herbs and their benefits to health in Indonesia. As a new company LHI is facing new challenges such as unsustainable supply of the endangered herb raw materials, increasing number of competitors, difficulty in registering new product license, open market policy for imported herbs, and low purchasing power of the society due to high inflation. In order to face that challenges and to achieve company’s goal and objectives LHI must have strong and effective strategic planning. The study was aimed evaluate company current condition and create appropriate strategic plan for LHI’s future development. A descriptive case study was conducted. Respondents were selected by a purposive sampling method and a focus group discussion was conducted. Data were analyzed using descriptive analysis, external analysis, internal analysis, I/E analysis, SWOT analysis, and QSPM to determine the appropriate strategy for LHI future development.

Keyword: strategic planning, herbs, Liza Herbal, natural, health, SWOT analysis, QSPM