ABSTRACT

Marketing Strategic Formulation of Organic Vegetables of Permata Hati Organic Farm, Cisarua
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The research intends are: (1) to identify prospective product of vegetables to be developed by Permata Hati Organic Farm, (2) to identify potential segment for Permata Hati Organic Farm, (3) to formulate the most effective marketing strategy for Permata Hati Organic Farm, (4) choose a recommended strategy for Permata Hati Organic Farm in order to business development. This research uses case study at Permata Hati Organic Farm as a tool and was conducted at Permata Hati Organic Farm from February to April 2009. Sampling was done using the Purposive Sampling Method, while data analysis in this research used the exponential comparison method (MPE), the IFE-EFE Matrix, IE Matrix, TOWS Matrix Analysis, marketing mix and QSPM analysis.

The model(MPE) was applied in a vegetables agroindustry which prospective product selected was broccoli and the study showed the potential market segment for organic vegetables of Permata Hati Organic Farm was partnership. Thus, hereby the IE matrix, Permata Hati Organic Farm is fall into quadrant II, which can be managed best with grow and build strategy. Based on TOWS matrix analysis, ten alternative strategies were resulted. The first priority and recommended strategy for PHOC is WO1 strategy, which is using business loan from government or finance institution.