SUMMARY


PT. Adhimix Precast Indonesia is a company with concrete products as their major business. The company was established in 1986 which is one of PT. Adhi Karya Persero’s subsidiary. The Company has several business lines, with precast and readymix as their main business line. In 2002, PT. Beton Jaya Readymix and became a private company which expand their business line to equipment and trading. Although their largest revenue still comes from readymix that reach 60% of the total company revenue.

Currently, business line readymix of PT. Beton Jaya Readymix focused on Jabodetabek and Bandung as their market, due to high market demand and only a few producers in those area, so the company believes the industry has a bright prospect for a few years ahead. However, the company is eager to develop its business, by looking at a good industrial infrastructure market potential supported by Indonesia's economic growth that affect readymix market to continue to grow, so the company is eager to take advantage of the great market potential as well as the company's ability to develop the company in order to improve the company's revenue in the coming years.

The purpose of this research is to analyze the internal and external condition of PT. Adhimix Precast Indonesia to find out the strength & weakness and threats & opportunities in readymix industry, determine and formulate PT. Beton Jaya Readymix goals and strategic readymix objectives year 2014-2018 to achieve a long-term strategy, managerial implication recommendations for ready mix business unit of PT. Beton Jaya Readymix year 2014-2018 using the internal and external analysis and IE matrix.

Results of the study showed the total value of 2,784 for IFE and 2,684 for EFE and IE matrix is in quadrant V. Based on the result, market penetration and market development is the best strategy to be executed.

Keyword: IFE Matrix, EFE Matrix, IE Matrix, Readymix, Strategic Planning.