ABSTRACT

STRATEGIC PLANNING PT INDO AMERICAN SEAFOOD (2012-2016)

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PT Indo American Seafood is a company part of PT Indokom Samudra Persada Group that specialized in producing ready to cook shrimp based product. To be able compete and strengthen this position, the company needs to observe factors that influence business development potential of PT. Indo American Seafood. The purpose of this research was to identify factors influencing business development potential of PT. PT Indo American Seafood, to know any alternative strategies and to choose the perfect strategy that fit with the situation. The data were collected from questionnaires, given each four internal respondents and external respondents. Furthermore, data were analyzed using Internal Factors Evaluation, External Factors Evaluation, IE Matrix, SWOT Analysis, and QSPM. The result showed that in IE matrix, PT. Indo American Seafood is located on quadrant V, “hold and maintain” position. The proper strategy is to be used are market penetration and product development. Matching stage with SWOT Analysis brings six alternative strategies, which prioritized respectively; conducting local market penetration by developing an existing brand; conduct market penetration to other countries; improve the quality of final product and maintain a supply of raw materials; increase production capacity and efficiency; increase employee competence and; increase the variety of processed products.

Key Words: ready to cook shrimp, Internal Factors Evaluation, External Factors Evaluation, IE Matrix, SWOT Analysis, QSPM, PT Indo American Seafood.