ABSTRACT

Strategic Analysis of Product Portfolio of PT DuPont Agricultural Products Indonesia (PT DAPI)

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The objective of this research are to (1) Analysis competitive position of PT DAPI in Indonesian pesticide industry; (2) Analysis key success factors of pesticides industry competition in Indonesia; (3) Analyzing position of PT DAPI product like insecticides, fungicides, and herbicides, in pesticides business by portfolio matrix; (4) Define strategic alternative to develop pesticides product of PT DAPI. Whereas both data processing and analysis were carried out by using a number of analysis tool that consist of Competitive Profile Matrix (CPM), Strategic Position and Action Evaluation Matrix (SPACE Matrix), and General Electric Matrix (GE Matrix). The result show that (1) The PT DAPI position in agresive vector and level in pesticide industry is lower than PT Syngenta and Bayer Crop Science (2) five important factors in pesticides industry are market, human resource, service, product quality, and differensition; (3) PT DAPI product such rice herbicide and fungicides there in selective level and the other PT DAPI products such special herbicide and insecticide there in selective growth level; (4) Alternative strategy to increase PT DAPI market and leading market are Product development and optimalized Forward integration.