

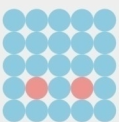


## **Strategic Development of Seed Potato Production G-3 from G-2 at PT. AAL in Central JAVA** Agus Prijanto

*The propose of this study were to analyzes and to formula the appropriate strategy for seed production development in PT. Antani Agro Lestari (PT. AAL) in Central Java. A descriptive survey method was used to collect data conducted in May to July 2005. Data consist secondary and primary, purposive sampling, random sampling and purposive convenient sampling were used in this study. The analysis conducted were investment feasibility analysis, internal factor analysis (IFE), external factor analysis (EFE), SWOT analysis and QSPM analysis. The calculation result for financial criteria showed that three measurement tools were used display positive indicators; that were positive value of NPV , greather net value of B/C than 1 and greather than valid maximum bank interest rate for IRR. This means that seed potato production is feasible from the financial aspect to be developed by PT. AAL..The evaluation result for IFE matrix give total score 3,65 and EFE 3,27 respectively indicate these score above 2,5. This means that the capabilities of PT. AAL in accomodating internal strategic factor (S & W) and external strategic factors (O & T) are very good. In the matching phase for SWOT matrix were collected some strategics as market development, product development, partnership, increase capacity, develop agricultur and information technology, improve quality and seviles, upgrade partner skill. The next phase using QSPM matrix to evaluate the selected strategies give Expansive Strategy as the best strategy to be implemented by management PT. AAL to develop potato seed production in Central Java.*

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