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SUMMARY

HOMISAH. Business Portfolio Development Strategy of PT Sekar Laut, Tbk. Supervised by IDQAN FAHMI dan AHMAD MUKHLIS YUSUF.

PT Sekar Laut, Tbk (PTSL) is a local company that has three main business units, namely crackers, food seasoning and private label. PTSL is expected to increase the competitive advantage that can compete with many global company into Indonesia, due to the potential of Indonesia which is very interesting. The purpose of this study was to analyze the relative position of PTSL to a market leader in the snack and food seasoning industry, Life Cycle analysis method to determine whether the relative position of PTSL business units in line with its life cycle phases, analysis of major product categories PTSL position in the portfolio matrix so that it can recommended the development of a portfolio of strategic alternatives per product category.

BCG matrix analysis results showed that the relative position of the crackers business units and food seasoning business unit are in quadrant Question Mark so that the business units are located in a high growth market, but have a relative market share is very low. The results of the Life Cycle analysis model for crackers, food seasoning and private label, they are in the Growth phase. The result of this analysis is in line with the recommendations of previous studies that quadrant in the BCG matrix analysis results in line with the phase in the Life Cycle analysis model.

The results of portfolio analysis using GE matrix provides investment priority recommendations for each category of products within the business units of PTSL. Product categories prawn crackers and fish crackers are in quadrant Selective Growth (Selective Growth), so that the investment priorities recommended strategy is the identification of a growing segment, aggressive investments and maintain the position. Product categories vegetable crackers, chili sauce, cooking spices and burger buns, are located in quadrant Investment and Growth (Investment and Growth) with the recommended investment priority strategy is to grow, seek domination, the maximum investment. Recommended investment priority strategy is expected to be a reference for PTSL management in the face of global competition.

Keywords: BCG matrix, crackers, food seasoning, GE matrix, Life Cycle model, private label



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