Abstract

The Paraquat Herbicides Competitive Strategy of PT Syngenta Indonesia.

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Agrochemicals products such as pesticides (herbicide, insecticide, fungicide, etc) have been important factors in helping farmers to obtain harvests and ensuring that the crop produced economically. Herbicides such as paraquat have been played a key role in improving agricultural efficiency.

Indonesia has been a growing market for pesticides, in general, and herbicides in particular. The consumption of pesticides described has increased every year. The increasing of consumption also lead the new player to produce any herbicides especially paraquat herbicides, and also increasing competition among industry.

The objective of this study is to analyse intensity of competition among herbicide industry. Using the understanding of the competition, the study tried to formulate PT Syngenta strategies to faced the competition, and make the priority strategy to win the competition to defence and expanded market share or paraquat herbicides.

The study is a descriptive case study Using SWOT analysis to analyze Internal Factors Evaluation (IFE) and External Factors Evaluation (EFE) to find the strategic success factors of internal and external of the company, and compile the result of the IE matrix analysis. The study uses the five forces porter’s analysis, to identify the intensity of competition in the industry. All information about alternative strategies, gathered together in a matrix compilation. Priority strategies selected using the QSPM analysis. The Primer data collected through direct discussion with key person as respondent and the other data collected from The Agricultural Department, and Pesticide Committee of Indonesia and other internal report of PT SI including management report in financial and marketing.

The study shows that PT SI position is in the First quadrant (first cell), its mean that the company is in the growth and build phase. The bargain power of buyer is the most important of external challenge for company, and SWOT analysis recommended market penetration, market development and product development strategies also cost rationalization strategies. QSPM recommended company the priority strategies, improving wisely the spend on promotion and advertising, develop the new marketing and distribution system, Product development strategies, then followed by efficiency strategy.