SUMMARY

OTTO ZULHAM. Development Strategic of Product Portfolio for University Books References in PT XYZ. Supervised by HENY K. DARYANTO dan SETIADI DJOHAR.

This article particularly aiming for formulating developing strategic portfolio for each category in term of the slow growth of sales in 2014. The categories are Islamic science, Management and Economics science, Law science, Health science, Education Science, Psychology science and Politic and Social Science. First, analyzing business strengths and industry attractiveness that relevance in publishing industry. Then use these variables for determining the position every category in General Electric Matrix (GE) and use sales history for Product Life Cycle Analysis (PLC). Results shows that every category has a high score in business strengths and expert conclude that industry attractiveness of university book references are moderate to high.

GE Matrix shows that Islamic science, Management and Economics science, Health science, Education Science, and Politic and Social Science are in first quadrant which mean that these categories has high rate in business strength and industry attractiveness, while Law Science and Psychology science placed in second quadrant which is has high rate in business strength and medium rate in industry attractiveness. PLC Analysis shows that Islamic science, Management and Economics science, Politic and Social Science are in mature phase. Law Science and Psychology are in growth phase, while Health science, and Education Science are in decline phase.

The strategic formulation based on category position in GE Matrix and PLC phase. Islamic science, Management and Economics science and Politic and Social Science are in the first quadrant of General electric matrix and mature phase of life cycle analysis using (1) intensive strategies which are market penetration strategy, market development strategies and integratif strategy. (2) Vertical integration strategies. Law science and Psychology science are in second quadrant and growth phase using (1) intensive strategic and (2) integratif strategic. Health science and Education Science are in first quadrant and in decline phase formulating (1) defence strategy which are divestment and retrenchment. (2) intensif strategies which are market penetration strategy, market development strategies and product development strategy.

Keyword: book reference division, development strategy, portfolio product, publishing company