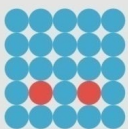




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## ABSTRACT

### *Profit Planning and The Business Development Strategy of Pine Rubber Processing ( Case Study at PGT Winduaji, KPH Pekalongan Barat )*

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*The purposes of this research are: (1) to analyze cost behavior; (2) to determine the minimal earnings,(3) to make profit planning, (4) to analyze the factors that influence business environment of PGT Winduaji. CVP analysis is used to understand the amount of minimum sales and the profit earnings. GE Analysis is used to analyze the internal and external factors that influence business environment at PGT Winduaji. Two types of products produced by PGT Winduaji are gum resin and turpentine. The result of CVP analysis and profit planning shows that PGT Winduaji is still potential from the point of profit earnings of the two products, so that PGT Winduaji has the possibility to earn maximum profit. According to the GE analysis, the strategic position of the two products is on a strong category, with the possible alternative development strategy of growth, domination and maximizing investment.*

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