

ABSTRACT

Product Portfolio Analysis of PT. Alam Indah Bunga Nusantara

PT. Alam Indah Bunga Nusantara is one of the floriculture company. Their products chrysanthemum (cut and pot) and carnation. The study was descriptive and using a case study within 3 months. Primary data were collected through interviewing, observation and questionnaire. Secondary data were collected through references and internal data. Analysis portfolio product used the GE's matrix to map the product as a portfolio strategy result. The result suggested position that type standar and spray of chrysanthemum at this time are at invest and growth level with high business strength and high industry attractiveness. Position pot of chrysanthemum and carnation are at selective level with middle business strength and middle industry attractiveness. All product in the future are at selective growth level with high industry attractiveness and middle business strength. The portfolio product for type standar and spray of chrysanthemum is aimed at product using intensive strategy (market penetration, product development, maximal invest), for pot of chrysanthemum and carnation using Diversification strategy (selective invest, spesialization product).



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