Formulation of The Agribusiness Development Strategy for The Chrysanthemum Cut Flowers
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The Objective of this study is to formulate the vision, mission and the objective of PT APS, to analyze the internal and external factors of PT APS, to decide the alternative and priority of the strategy, and to prepare the work plan of PT APS. The respondents within this study are selected based on the purposive sampling methods. Data analysis methods are using descriptive analysis, IFE matrix analysis, EFE matrix analysis, IE analysis, SWOT analysis, and QSPM analysis.

The strengths of PT APS are the guaranteed of seed Chrysanthemums cut supply, developed markets network, production planning, ownership of the cold storage, the strong information system between production and marketing section. The weakness of PT APS are the pattern of distribution system, high cost of the post-production maintenance, unstable seed quality, lowness of the quality control of the out-sourcing, established selling price agreement, and the lowness of the labor productivity. The opportunities within the chrysanthemum agribusiness development are ease to access the chrysanthemum seed cut, increasing of the decorator business, the potency of the export market, improvement of the cut flower varieties, the changes of the life style, foreign trading co-operations, improvement of technology, and government support. The threats within chrysanthemum business development are increasing the price of the fuel and electricity, increasing of the consumer choosing lower flower quality, the weakness of the community buying forced, increasing of the competitors, lowness of the political and social stability, un-stability of the rupiah currency, customs regulation for imported cut seed, and the weight of the bank loan interest rate. The first priority strategy based on QSPM is improvement of the quality, variety, quantity and continuity of the production. The secondary priority is to develop the marketing network. The third priority is to produce the licenses chrysanthemum seed cut. The forth priority strategy is to develop partnership with the grower farmer.

The recommendations for PT APS are to improve the standard operation procedure in order to improve the technical culture, using the applied technology. Address to the marketing unit are the marketing target should be developed, to prepare networking plan for Jakarta and peninsula, to develop local agent on the potential province which have potential flower market and to explore exported markets such as Hongkong and Japan. It is recommended to the company to develop the form of the partnership plan that will be implemented and to weave relationship with the grower farmer.