Strategic Planning of PT. Momenta Agrikultura

Abstract

The aim of this research are to analyze the internal and external factors which are mostly affect PT. Momenta Agrikultura, to analyze competitive position in aeroponic vegetable industry, to make a suitable strategy which to be use by PT. Momenta Agrikultura, and the last is to formulate company's goal, target, and also long term and short term action program.

The instrument analysis used in this research are five force's porter analyzes used to point out competitive levels in industrial environment by analyzing five industrials strength, internal and external analyze using the Internal Factor Evaluation Matrix and External Factor Evaluation Matrix and the last is formulate company's strategy with SWOT analyzes.

The internal analyses showed that the company had a medium strength with the score is 2.703. The external analyses showed that the company had a positive response on external environment with the score is 2.661. By developing an Five Force’s Porter the total weight score is 3.04 that means the competition level in workshop electrical rotating machine industry is in medium strength.

The outcome from SWOT Matrix analyses produced the strategies that could be used by the company. The strategies are development product strategy, production and operation strategy, marketing strategy, market development strategy, human resource development strategy, development technology strategy, high quality strategy, and competitive price strategy.

The company's goals are to become market leader, to lead Indonesian aeroponic vegetable market share, to become innovative agriculture company in using technology. In order to achieve the goals, company have to develop a target and action program. The action programs are to develop company internal department which is marketing, financial, human resource, production and operation, research and development, information technology system.