

EXECUTIVE SUMMARY

XYZ Corporation is one of the world leader for synthetic latex manufacturer who has been started its business in Indonesia since 1934. Synthetic latex is one of the raw materials for paints, textiles, adhesives and PSA (Pressure Sensitive Adhesives).

The recent currency turmoil condition has put many companies in cash flow problem, If not properly managed this condition might cause many companies to record negative profit and even to face bankruptcy. So every company must apply the best strategy to retain as market leader position.

The objective of this thesis is to construct strategy in order to retain the market leader position, using relevant theories, method, and tools. As the input of analysis some data and informations have been collected from various sources such as : company data base, journals, articles, and even from some interviews with competence people.

By implemented a modified analysis which combined various new and reliable tools, the writer were able to construct a set of strategies to overcome the stated problem more simple and direct. ETOP analysis, SAP analysis, Competitive Profile Matrix (CPM) were used in the input stage. BCG Matrix, GAP Analysis Matrix, The Grand Strategy Matrix, and SPACE Matrix were used in the matching stage. Moreover in the decision stage the writer used Analytical Hierarchy Process, The most powerful tool to select the best alternative.

Although values, perception and intuition have been playing big roles in constructing the best strategy and formulation, many analysis have been integrated based on information and data which eventually will give better alternatives that lead to success

in implementation. However, this thesis indeed attempts to offer suggestion which might use full for PT. XYZ Indonesia management to maintain its current position as the market leader in synthetic latex industry