

## EXECUTIVE SUMMARY

PTP.MO had already accomplished with a processing capacity of 30 Tons FFB per hour, PTP.MO plantation was not yet capable of producing CPO while the available land had almost 5,000 Hectares.

The major problem until the end of 1992 was the insufficiency of Fresh Fruit Bunches (FFB) supply from own plantation and in the future the Big Private Plantation were estimated to meet the demand from their own Plants.

The capacity of Palm Oil Meal owned by PTP.MO cannot be optimally used because FFB production of PTP.MO up to 1992 didn't indicate an optimal trend.

The objective of the study is to study and identify the factors which influences the performance of the company, to evaluate the previous planning strategy and propose alternatives strategies to improve the performance of the Company, and to prepare a recommendation of Business Strategies from PTP.MO in handling his problems.

In this thesis presents how the Palm Industry still have a good industry attraction and has various key success factor to success.

To recognize the competitive power of PTP.MO, the KSF (Key Success Factor/Accomplishment Factor) of each member of the industry entered into the industry competition box should be

compared and given a mark in order to determine the value of PTP.MO and its competitors.

There are several major of the previous Strategic Planning as follows: Competition Potentialities of PTP.MO in Oil Palm Industry, Human Resources Condition, Management Pattern Applied, Company's Culture and Social Responsibility. From the aforesaid business strategies, an evaluation can be made in order to find out whether the strategic application in question can always be sustained and what the impacts will be in the five years to come if PTP.MO still applied such strategy.

To increase PTP.MO's income, from the previous strategy analysis and the power of attraction of Oil Palm Industry and the key factor to success, the strength and weakness of PTP.MO are found the several major strategies: Searching for more FFB which do not have a factory for processing, searching for more FFB which owned the factory, looking for FFB processing cost, selling PTP.MO to other investors, merger with other companies, and developing the products and market segments.

In response to the above alternatives, analysis conducted which relates the key factor to success, strength and weakness, and the targets of the company by giving weight to each variable as follows: Targets, Social Responsibilities, Expense, Cash Flow, Technology, Management, Human Resources, and Income. The alternative chosen is buying FFB from plantation which do not have a factory for processing yet.

By giving weight to recognize the competitive strength in five years to come, makes it possible for PTP.MD to survive in Oil Palm Industry and the competitive position of PTP.MD will be much better.