Abstrak

Anticipating deregulation in oil and gas sector to be free market, PERTAMINA has created synergic cooperation with Mobil Oil as the world's leader oil company to build joint venture Company, called PT. Pertajaya Lubrindo, to produce Mobil Oil Lubricants into Indonesian's market. Having the monetary crisis and the environmental change of lubricant business in Indonesia, PT. Pertajaya Lubrindo needs to reevaluate its strategy in production and marketing.

Through the analysis of industrial structure, business portfolio, key success factors, sustainable competitive advantage/SCA, and 7-S frame of McKinsey, the position and core competences of PT. Pertajaya Lubrindo can be identified in environment of lubricant business in Indonesia. Market segmentation is created based on combination of lubricant usage types and customer's orientations to form matrix of 19 x 3, each element is filled with data of all lubricants, their price and volume to farm the "battle fight" map of lubricant business in Indonesia.

Priority segments are chosen from that battle fight map considering number of competitors, their prices and lubricant value (business scale) of the segment. Then, target market segments are determined by taking the main attractive segments from the chosen priority segments. Positioning statement is created based on three main concepts: leadership, partnership, and trust supported by the core competence of Mobil Oil especially in quality of products and services, combined with spreading distribution and marketing channels of PERTAMINA.

Finally, capacity of all existing LOBP (tube oil blending plant) is compared with the demand of lubricants. Considering the excess capacity of LOBP, and the result of economic analysis of building the new LOBP compared with using the excess capacity of PERTAMINA's LOBP, production strategy of PT. Pertajaya Lubrindo is determined to get the maximum return.