

Analysis strategic alliance between PT. Andalan Multi Kencana dan PT. Astra Tbk. to improve filtration's market share in heavy equipment industry

Pande Ketut Yodi Widnyana, author

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Abstrak

ABSTRACT

In Year 2011, heavy equipment sale reached 17,360 units or growth 47% year by year. In 2012, heavy equipment sale is expected to reach 210,000 units, growing 21% compared to 2011. This condition will be impact to the needs of component or spare part for heavy equipment, especially for filter part. Capturing this opportunity, PT Andalan Multi Kencana and PT Astra Otoparts Tbk has made strategic alliance since the end of 2010. This thesis is about analyzes why this strategic alliance cannot capture that opportunity and how to improve the strategy alliance between them. Besides of that, this thesis also analyze the new types of strategy alliance can be adopted by PT Andalan Multi Kencana and PT Astra Otoparts Tbk to enlarge the market size in amount. The analysis will starts from defining external environment and find the opportunities and threat that lie within. Besides of external environment, internal environment also has to be defined to capture the strength and weakness that company has. Using SWOT analysis, strategy can be defined based on all opportunities, threat, strength and weaknesses.