

**BUSINESS PLAN:  
EXPANDING MARKET TO THE PHILIPPINE**

**TESIS**

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**UNIVERSITAS INDONESIA  
FAKULTAS EKONOMI  
PROGRAM MM-MBA  
JAKARTA  
FEBRUARI 2009**

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**TESIS**

**Diajukan sebagai salah satu syarat untuk memperoleh gelar Magister  
Management**

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**UNIVERSITAS INDONESIA  
FAKULTAS EKONOMI  
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JAKARTA  
FEBRUARI 2009**

**HALAMAN PERNYATAAN ORISINALITAS**

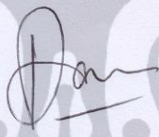
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## PREFACE

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It is recognized that this paper is far from perfect. The reader may easily find some weaknesses. Therefore, any inputs from any parties are being awaited and appreciated. Finally, the writer is always expecting that this paper can be useful to all readers

Jakarta, February 14, 2009

Author



v

**HALAMAN PERNYATAAN PERSETUJUAN PUBLIKASI  
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## ABSTRACT

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This final report discusses business plan to expanding panel furniture market to the Philippine for PT. CSF which is the leader panel furniture manufacturer in Indonesia but a very small player in Philippine furniture market. Philippines offer a big opportunity for panel furniture exporting since there are no strong local panel furniture manufacturers. Most of panel furniture in Philippine are coming from Malaysia, Thailand, China and some from Indonesia. This study analyzed the external and internal market situation faced by PT. CSF, and what best strategies should PT. CSF applied to expand the market to Philippine.

Keywords: Business Plan, SWOT analysis, Furniture Industry.

## ABSTRAK

Nama : Wildan Hakim  
 Program Studi : MM-MBA  
 Judul : Perencanaan Bisnis: Mengembangkan Pasar di Philippina

Karya akhir membahas perencanaan bisnis untuk mengembangkan pasar panel furniture di Philippina untuk PT. CSF sebagai pemimpin produsen furniture di Indonesia. Tetapi hanyalah pemain yang sangat kecil di pasar furniture Philippina. Philippina menawarkan kesempatan yang sangat besar bagi export furniture karena tidak ada produsen furniture lokal yang kuat. Kebanyakan panel furniture yang terdapat di Philippina berasal dari Malaysia, Thailand, Cina dan sedikit dari Indonesia. Karya akhir ini membahas situasi eksternal dan internal yang dihadapi PT. CSF dan strategy-strategy terbaik apa yang selayaknya dilakukan PT. CSF untuk mengembangkan pasar di Philippina.

Kata Kunci: Perencanaan Bisnis, analisa SWOT, Industri Furniture.



## TABLE OF CONTENTS

TITLE	
STATEMENT OF ORIGINALITY	i
VALIDATION STATEMENT	ii
PREFACE	iii
PUBLICATION AGREEMENT STATEMENT	v
ABSTRACT	vi
TABLE OF CONTENTS	vii
LISTS OF TABLES	xi
LISTS OF FIGURES	xiii
CHAPTER 1: INTRODUCTION	
1.1. Background	1
1.2. Problem Identification	3
1.3. Topic Discussion	4
1.4. Goal of The Business Plan	4
1.5. Business Plan Method	5
1.6. Content of Business Plan	5
CHAPTER 2: THEORY BACKGROUND	
2.1. Introduction	7
2.2. Marketing	7
2.3. Company Orientation Towards Market Place	8
2.4. Segmenting, Targeting and Positioning	10
2.5. Marketing Mix	10
2.6. International Marketing	13
2.7. Country Attractiveness	15
2.8. SWOT Analysis	21
2.7.1 SWOT Description	21
2.7.2 How To Use SWOT	22

2.7.3 Limitation of SWOT Analysis	24
2.9. NPV and Other Investment Criteria	25

### CHAPTER 3: COMPANY PROFILE

3.1. Background	29
3.2. Location	29
3.3. Philosophy, Vision and Mission	30
3.3.1. Philosophy	30
3.3.2. Vision	30
3.3.3. Mission	30
3.4. Organization Structure	30
3.5. The Products	32
3.5.1. Material	32
3.5.2. Laminating Foil	33
3.5.3. Product Range	33
3.5.4. Brands	36
3.6. Awards and Certificate	37
3.7. Export Activities	38
3.7.1. Marketing Activities	38
3.7.2. Selling Activities	39

### CHAPTER 4: PHILIPPINE FURNITURE MARKET

4.1. General Information	40
4.1.1. Introduction	40
4.1.2. Geography	41
4.1.3. Culture and Art	42
4.1.4. Climate	43
4.1.5. Language	43
4.1.6. Religion	44
4.1.7. Government	45
4.1.8. Economy	46
4.1.9. Population	48

4.1.10. Education	49
4.2. Philippine Furniture Market	50
4.2.1. Background	50
4.2.2. Philippine Furniture Import	52
4.2.3. Import Value Comparison	53
4.3. Existing Buyers	54
CHAPTER 5: ANALYSIS AND DISCUSSION	
5.1. SWOT Analysis	57
5.1.1. External Analysis	57
5.1.1.1 Politic	57
5.1.1.2 Economy	57
5.1.1.2.1 Man Power	58
5.1.1.2.1.1 Labor Code	58
5.1.1.2.1.2 Minimum Wages	59
5.1.1.2.1.3 Computation of Wages	61
5.1.1.2.1.4 Mandatory Employment Contribution	62
5.1.1.2.2 Transportation	63
5.1.1.2.3 Electricity	63
5.1.1.2.4 Water	65
5.1.1.2.5 Telecommunication, Internet and Mail	65
5.1.1.2.6 Public Transport	67
5.1.1.2.7 Competitors	68
5.1.1.2.8 Existing Buyers	72
5.1.1.3 Social	74
5.1.1.4 Technology	75
5.1.1.5 Environment	76
5.1.1.6 Law	76
5.1.1.6.1 Law in General	76
5.1.1.6.2 Cost of Getting Started	77
5.1.1.6.3 Tax Rate	79
5.1.2 Internal Analysis	83

5.1.2.1 Production Capacity	83
5.1.2.2 Human Resources	83
5.1.2.3 Marketing Strategy	85
5.1.3 Strategy Analysis	85
5.1.3.1 Strength – Opportunity (S-O) Evaluation	88
5.1.3.2 Strength – Threat (S-T) Evaluation	90
5.1.3.3 Weakness – Opportunity (W-O) Evaluation	90
5.1.4 Weakness – Threat (W-T) Evaluation	91
5.2 NPV and Other Investment Analysis	92
5.2.1. Net Present Value	92
5.2.2. Internal Required Rate of Return	94
5.2.3. Payback Period	95
<b>CHAPTER 6: CONCLUSION &amp; RECOMMENDATION</b>	
6.1. Conclusion	96
6.2. Recommendation	96
<b>BIBLIOGRAPHY</b>	xiv
<b>APPENDIXES</b>	xvii



## LIST OF TABLES

Table 2.1 – Political Risk Factors	18
Table 2.2 - The NPV Formula	26
Table 2.2 - The Pay Back formula	27
Table 2.3 – The IRR	27
Table 3.1 – Material Source Origin	32
Table 4.1 - Philippine Religion	44
Table 4.2 - Philippine Economic Indicator	46
Table 4.3 - Philippine Population	48
Table 4.4 - Annual Population Growth Rate	49
Table 4.5 - Merchandise Imports from All Countries by Major Product Grouping	53
Table 4.6 - Import Value form Indonesia, Malaysia Thailand and China	54
Table 4.7 - Sales Performance For Philippine Area	54
Table 5.1 - Daily Minimum Wages	60
Table 5.2 - Comparative Wages of Asian Countries	60
Table 5.3 - Freight Rates of Ocean going Vessels	63
Table 5.4 - Electricity rates per Kwh	64
Table 5.5 - Telecommunication Rates	66
Table 5.6 - Mailing Rates	67
Table 5.7 - Public Transport	68
Table 5.8 - Top Thailand Furniture Exporter To Philippine	71
Table 5.9 - Top Malaysian Furniture Exporter To Philippine	71
Table 5.10 - Top China Furniture Exporter To Philippine	72
Table 5.11 - Top Indonesian Furniture Exporter To Philippine	72
Table 5.12 - Infinite Review	73
Table 5.13 - Moonhouse Review	73
Table 5.14 – Moodii Review	74
Table 5.15 - Cost of Getting Started	77
Table 5.16 - Tax Rate	79
Table 5.17 - Monthly Production Capacity	83

Table 5.18 - Human Resource Allocation 2008	84
Table 5.19 - SWOT Matrix	88
Table 5.20 - Projected Income Statement	93
Table 5.21 - Projected Cash Flow	93
Table 5.22 - Net Present Value	94
Table 5.23 - Interest Rate of Return	94
Table 5.24 - Payback Period	95



**LIST OF FIGURES**

Figure 2.1 - Core Concept of Marketing	8
Figure 2.2 - The Four P; Components of the Marketing Mix	12
Figure 2.3 - Marketing Mix Strategies	12
Figure 2.4 - Seller's Four Ps in relation with Customer's Four Cs	13
Figure 2.5 - SWOT Analysis Diagram	23
Figure 3.1 - Organization Structure Olympic Group	31
Figure 3.2 - Organization Structure PT. Cahaya Sakti Furintraco	31
Figure 3.3 - Particle Board and Medium Density Fiber	32
Figure 3.4 - Laminating Foil	33
Figure 3.5 - Bedroom Set, Everest Series	34
Figure 3.6 - Living Room Set, Bidadari Series	34
Figure 3.7 - Kitchen Set, 54 Series	35
Figure 3.8 - Children Set, NAD Series	35
Figure 3.9 - Office Set Silver Series	36
Figure 3.10 - Export Value By Region	39
Figure 4.1 - Philippine Map	41