

ABSTRACT

The process in this study include gathering information, data processing, and then do analysis and discussion. Retrieval of data and information needed unearthed by the literature study, both derived from the company's sales reports, financial statements, budgeting of the company's marketing activities, the achievement of company projections, books, articles, magazines, internet and other sources related.

Strategic management process includes environmental observation process, both internally and externally, followed by the formulation of the vision and mission, and then the formulation of corporate strategy. The internal environment includes the structure and behavior of firms, the use of technology, marketing policy, the company's financial condition as well as research and development. While observations of the external conditions include macro environment (political aspects, economic aspects, social aspects and technological aspects) and the industrial environment (competitors aspects, aspects of potential new entrants, potential aspects of a replacement or substitution of products, aspects of buyer bargaining power and bargaining power aspects suppliers).

Based on the results of this study, market share dominated by PT Gandum Mas Kencana has placed the company's position as market leader (market leader). Strategies that can be run by PT. Gandum Mas Kencana in the next future are as follows:

- Strategy I: Based on TOWS analysis, the most appropriate strategy is The Reformulation of Concentrated Growth.*
- Strategy II: Based on the Grand Strategy Cluster, then the appropriate strategy is Concentrated Growth, Vertical Integration and Diversification Concentric.*
- Strategy III: Based on the Grand Strategy Selection Matrix, then the appropriate strategy is Concentrated Growth, Market Development, Product Development and Innovations.*
- Strategy IV: based on the position as market leader, then the appropriate strategy is market penetration.*