

ABSTRACT

Oil palm industry is an industry that can be updated and according to the Indonesian climate. Growth in market demand for oil palm is greater than the growth of other vegetable oils. PT. Revina Plantation develop an integrated palm oil processing business to develop oil palm plantations covering 12,000 ha and palm oil factory in the village of Sebuku, District Nunukan, Regency, East Kalimantan Province. Oil palm estates will be opened in three stages, ie 4000 ha annually, while palm oil mill construction is divided into two stages, with a capacity of 30 tonnes FFB per hour in year two and will be increased to 60 tones FFB per hour in year 7. Products produced in the form of crude palm oil (CPO) and palm kernel oil (palm kernel / PK). PT. Revina Plantation using the cost focus strategies to optimize profit. In terms of product quality PT. Revina Plantation had Super product quality objectives FFA CPO, which has between 2 to 3%.

Results for palm oil products planned to be sold into the domestic market to the producers of cooking oil that is located on the island of Java and Sumatra, as more than 75% is for industrial use of palm oil cooking oil and cooking oil producers big and winning a lot located on the both island. A lean and efficient organization and competent resources are all factors supporting the strategic goals in the company. Based on the analysis of business plan PT. Revina Plantation can be concluded that the business plan is very feasible to be realized with selling price U.S. \$ 750 / tones of CPO.

U N I V E R S I T A S
M E R C U B U A N A