

## **ABSTRACT**

*A mutual fund is a platform used to collect fund from the community to be invested into portfolio stock by investment managers. Many players in investment manager cause tight competition in business investment. Trimegah Securities, one of the investment managers need the right strategy to continue to grow and to withstand its competitiveness in this industry. Therefore a research is need to answer the issues.*

*This research attempts to evaluate the strategy of Trimegah Securities to increase product development mutual fund. This research is descriptive in nature using EFE EFE, SWOT, Porter Five Force's, and STP analysis and to get the feel of the strategy, FGD was employed.*

*From the analysis, it was found that mutual fund products still have a potential market opportunity for the people of 21-40 years, which cover 32% of the total working population. In addition, from the internal analysis, it was found that total bank distribution channel, and human resource competencies were found less as compared to competitors. On the other hand, from the external factors, it was found that government rules and regulations should be taken into consideration by the company.*

*From the analysis, it was recommended that human resource in distribution channel division should be enforced, through various activities such as strategic alliances with the banking industry, in order to expand the Bank Distribution Channel. This research provides insights to managers' decision making to increase the revenues of the Asset Management Division.*



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