

**PRODUCTION STRATEGY IN AN OLIGOPOLY MARKET
OF MILK INDUSTRY FOR SWEET CONDENSED MILK
PRODUCT**

THESIS



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MASTER OF MANAGEMENT
BAKRIE UNIVERSITY
JAKARTA
2016/2017**

**PRODUCTION STRATEGY IN AN OLIGOPOLY MARKET
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PRODUCT**

THESIS

**Proposed as one of the requirements to obtain a Master degree in
Management**



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ACKNOWLEDGMENT

Thanks God for your blessing, because of the blessing and grace, the writer can finish this Thesis. Thesis Writing is done in order to meet one of the requirements to achieve a Master of Management degree - University of Bakrie. I realized that without the help and guidance of the various parties, from the lecture to the time of preparation of this Thesis, it was very difficult for me to finish it. Therefore, I would like to thank:

- 1) Achmad Reza Widjaja, Ph.D, as a supervisor who has provided the time, energy and mind to direct me in the preparation of this Thesis.
- 2) PT. Frisian Flag Indonesia which has helped a lot in obtaining the data I need.
- 3) My parents and family have provided moral support.
- 4) My friends who have helped me a lot in completing this Thesis.

Finally, the authors hope God is willing to repay all the good of all parties who have helped. Hopefully this Thesis brings benefits for the development of science.

Jakarta, 19th August 2017

Author

**PRODUCTION STRATEGY IN AN OLIGOPOLY MARKET OF MILK
INDUSTRY FOR SWEET CONDENSED MILK PRODUCT**

Bagaskara Putra Wardhana

ABSTRACT

This study aims to find out the appropriate strategies for Frisian Flag in competing in sweet condensed product products in the oligopoly market. The data used are internal Frisian Flag data and external data coming from BPS, Nielsen, and related ministry data. Analyze model used starting from the analysis of market concentration level with Herfindahl Index, analysis of demand forecasting compared with existing capacity, internal analysis with 5 forces porter approach, internal analysis with PESTLE approach, analysis of competition arena with Kotler Diamond Model approach then compiled with SWOT approach where an assessment of the strengths, weaknesses, opportunities and threats exists. Then finally formulated the strategies and steps, and determined what are the factors of success and risk factors of the existing strategy.

Keywords : strategy, production, sweet condensed milk, oligopoly market

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
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PAGE OF ORIGINALITY STATEMENT

This thesis is the work of my own, and all the sources quoted or referred to have been correctly declared.

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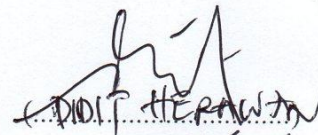
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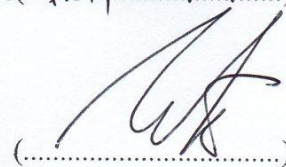
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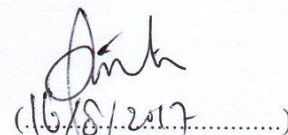
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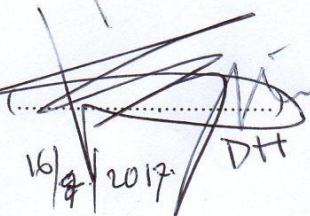
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As an academic member of Bakrie University, I am the undersigned:

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