

ABSTRACT

In Indonesian condition that has population of 203.5 million life in 2000 with average growing population 1.35 percent a year during 1990-2000 period, which population spread in thousands of islands, the increase of economic activities make an increase of a need to taste snack, delicious food (like. meatballs, chips made of flour flavored with fish or shrimp, fast food, sea food, etc), and many choices of meal from tavern to five stars hotel, while all of the food need MSG.

In Japan market, previously, Indonesian's role is still far below South Korea but starting from 1989, Indonesia is taking over the position of South Korea as the best supplier. Beside of fulfilling a strong domestic need of MSG and increasing of MSG consumption for some sectors from 1993-1998, apparently the position of Indonesia in international market is getting stronger, especially in Asia.

Although there are many weaknesses, either internal and external condition, have influenced PT. Ve Wong Budi Indonesia activities, like a lot of competitions among MSG industries and repackers, customers demand PT. Ve Wong Budi Indonesia to preserve the quality of its product, create a good brand image, expand distribution networks, create good working environment condition, and implement the strategy that has been adapted to environment alteration to face the competition in globalization era.