



ABSTRACT

Beverage industry is a dynamic industry. Based on product form, it can be dividing into two groups, which is Ready to Serve Product (RTS) Ready to Drink Product (RTD). In 2007 RTD industry in Indonesia dominate by drinking water industry, tea beverage industry, soft drink industry (carbonated), functional Drink, Concentrates, coffee beverage industry, juice (fruit/vegetables juice), Asian Specialty drink.

PT. Dharana Inti Boga (DIB) is a company which produced ready to drink tea. The competition in beverage industry is high competition, especially in ready to drink tea industry. DIB must have right strategy to survive and grow. Thesis analyze the strategy that was applied in DIB by analyzing the external environment that covered the analysis of public's environment that was related to the influence of aspects of politics, economics, technology and social aspects, and analysis the character of the industry, analysis of the prospect of the drink industry be based on the framework of five competitive forces, competitive advantage analysis, driving forces, competitor analysis, key success factors analysis, market analysis, and the analysis of strategy group. Thesis also analyze company's internal environment by analyzing the company achievement, functional area, value chain, and positioning analysis. Based on the external and internal environment analyses, next analysis is SWOT to know the strength and weakness of the company as well as knowing the opportunity and the threat from outside the company.

From the analysis known that in applying the strategy, DIB faced several problems: unpredictable production output the because of external and internal factors, uncontrollable product quality because of different interests between DIB and OEM, difficulty in developing product especially when it linked with investment of new equipment. To overcome this problem, DIB suggested to took several steps in the strategy: build their own factory in small scale as centre of research, reform contract with OEM (especially about the quantity of production), develop new OEM in strategic area (near the potential market area), reinforced the QA team (Quality Assurance) /QC (Quality Control), established relations with PTPN to source the raw material.

The key word: beverage industry, tea, contract manufacture.