

ABSTRACT

Non Organic rubbish is social issue being managed seriously by the Indonesian government. The government published a governmental regulation and a law action to straight up people who haven't managed their rubbish well. On the other hand, non organic rubbish becomes continuous favor for some people. The rubbish will be recycled for producing new products.

UD. Aneka Plastik is a company, which manages non-organic rubbish, especially plastic made-of products, as raw material for recycled products. Although rubbish become the main commodity, as the time is changing, the competition in the rubbish management is increasingly tighter. To face the tight competition in rubbish management industry, The company should have competitive advantage. The competitive advantage can be obtained by managing well the activities in the company in accordance with the vision, mission and goal of the company, guided by a continuous competitive strategy.

The research aims at investigating value chain of company in the form of primary activities and supporting activities, which can provide value added or haven't given value added for competitive advantage of company. This analysis can indicate ability of the company in managing and integrating all resources as competitive advantage of the company.

The result of the research shows that UD Aneka Plastik has some strengths that becomes source of competitive advantage. These distinctive competencies are manufacturing skill to result in economies of scale, strong marketing, and excellent services. These competitive advantages can be obtained by applying integrated low cost and differentiation strategy.

Key Words: Value Chain, Competitive advantage, Non organic rubbish.