

ABSTRACT

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MANAGERIAL ISSUES AT PT X: A CASE STUDY
(xiii + 77 pages; 14 figures, 5 tables; 10 appendices)

PT X is a big business established several years ago. This business was eventually acquired by a multinational company. This research analyzed the managerial issues at the marketing, production of the packaging, and human resource departments.

In this research gathered the interviews with the head of each department, actual production, and company annual report, and human resource data. An interview guide was used. Time horizon of the company data is 2009-2013. Weighted moving average and net present value were calculated.

The marketing department does not recognize the decrease in sales in relation to the effect of the scary advertisement implemented by the government. On the other hand, the distributors recognize a decline in sales due to the effect of this scary advertisement. In the production department, it was found that the current machine cannot meet the customers demand. In the human resource department, it was found that job security is low that led to low employee commitment.

The marketing department must continuously maintain a good relationship with the distributors and the consumers, and be responsive to the distributors and consumers feedback. The production department needs to add one new rotogravure machine in the year 2014. The investment should be done in 2015. To overcome the low job security, the company must have a clear description and distinction between full-time and outsourced employees in terms of pay schemes and recognition of work achievement.

Keywords: marketing, packaging, consumer purchase decision, human resource, outsource, investment, job security, work environment, work commitment.

References: 68 (1974 – 2014)