

An Optimum Choice of Strategic Marketing for Indonesian Plywood Industry: Operationalization of Porter Five Forces Model using Analytic Hierarchy Process

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Abstract The purpose of this study is to present an application of Analytic Hierarchy Process (AHP) for determining the best marketing strategy of Indonesian plywood industry. This paper applies Michael Porter's industry analysis techniques to identify the existing competitive advantages as well as the key factors of business success and to create the strategy framework of the positioning for plywood industry. This approach is based on generic strategies as criteria for selecting competitive market strategy. The integration of Analytic Hierarchy Process and five forces can set up a series of procedure to evaluate the current strategy by chosen the important criteria. The major advantage of applying this framework is that the company will systematically select an optimum choice of competitive market strategy with planning decision and implementation to realize the achievement of competitive advantage in plywood industry

Keywords: strategic marketing, plywood industry, Porter five forces model, AHP