

ABSTRACT

This study aims to analyze growth strategies based on the number of shareholding and business of subsidiary, matrix ansoff, and growth strategies which companies used, and assets growth of a companies which go public and leasing in Indonesia Stock Exchange. The data source of study used secondary data in the form of annual report. Annual report of companies engaged in the automotive industry obtained through the website of the Indonesia Stock Exchange is www.idx.co.id. Based on the long-term goal of companies engaged in the automotive industry with direct share ownership dominate the pattern of corporate growth and tend to apply strategies related diversification, market penetration strategy, market development strategy, and horizontal intergration strategy. Companies tends to strengthen its main business that engaged in the downstream industry, that is product distribution services, followed by the middle of automotive parts manufacturing, then slightly in the upstream industry. Overall growth of corporate assets experienced a positive trend, except the 2009 period experienced a decline that occurred due to the impact of global economic crisis that also impact on the Indonesian economy, especially the automotive industry. In the automotive industry, the increasing number of assets indicates the industry's growth is good.

Keywords: *Growth strategy, automotive, vision, mission, strategic objectives, corporate strategy*