

ABSTRACT

The Chemical, Pharmaceutical and Traditional Medicine Industries are contributing to the growth of the global economy and are among the fastest growing industries despite the slowdown in economic growth due to COVID-19. With 11 listed companies in The Chemical, Pharmaceutical and Traditional Medicine sectors, the industry is characterized by intense competition, which is reflected in the 2021 market share. Witnessing the problems that arise motivates the authors of this study to look at business growth models in the chemical, pharmaceutical and traditional medicine industries. The purpose of this study is to understand the growth patterns of companies in the Chemical, Pharmaceutical and Traditional Medicine Industries by analyzing their corporate strategies, strategic goals, missions and visions. This research is based on a qualitative descriptive approach. The study looks at three companies in the chemical, pharmaceutical, and traditional medicine industries that will hold the highest market share in 2021. A company can bring good profits to the company as evidenced by asset growth, year-on-year growth, and subsidiary growth as well. It is expressed as the percentage of subsidiary shares held by the parent company.

Keywords: Vision, Mission, Patterns of Corporate Growth, Strategic Objective, Corporate Strategy.