

## ABSTRACT

This study aims to identify differences in the value of EPS before and after the IPO in companies listed on IDX in 2013. Data collection methods used in this research is to study literature through secondary data in the form of a company financial report and annual report.

Based on research on the analysis of differences in the value of EPS, the financial sector has significantly different value of EPS before and after the IPO. So then, the representative company SWOT analysis is chosen for PT Bank Mestika Dharma Tbk with biggest total assets among the industry.

Describing the strengths, weaknesses, opportunities, and threats, map the competitive position, and formulate strategies based on SWOT analysis and portfolio in selected companies from the sectors that have EPS performance test differences. This type of research used in this research is descriptive qualitative where do the priority weighting calculation for the internal and external factors by using AHP method expert judgment with regards to analyze with SWOT.

Meanwhile the SWOT matrix and Internal-External analysis result, it concluded that the company is in grow-and-stability quadrant. Refers to the study, the alternative strategy is horizontal integration, as well as product development.

Keywords: Earnings per share, IPO, AHP Method, SWOT, Strategy