

**ANALYSIS OF CORPORATE STRATEGY AND COMPANY PERFORMANCE :
A CASE STUDY ON BUSINESS POTENTIALS IN CASSAVA PLANTATION
AND PRODUCTION PT. BUMI BARITO MAKMUR, CENTRAL KALIMANTAN**

By

Auzan Eykbal Tamtama

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SWISS GERMAN UNIVERSITY

EduTown BSD City

Tangerang 15339

Indonesia

SWISS GERMAN UNIVERSITY



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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

Auzan Eykbal Tamtama

Student

Date

Approved by:

Dr. Samuel PD Anantadjaya BSc, MM, CFC, CFP, CB

Thesis Advisor

Date

Prof. Eric Jos Nasution, MBA, MA, PhD

Dean

Date

Auzan Eykbal Tamtama

ABSTRACT

ANALYSIS OF CORPORATE STRATEGY AND COMPANY PERFORMANCE : A CASE STUDY ON BUSINESS POTENTIALS IN CASSAVA PLANTATION AND PRODUCTION PT. BUMI BARITO MAKMUR, CENTRAL KALIMANTAN

By

Auzan Eykbal Tamtama

Dr. Samuel PD Anantadjaya BSc, MM, CFC, CFP, CB, Advisor

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Purpose – The purpose of this research is to identify business potentials of cassava in production and plantation and to determine business potentials of cassava in production and plantation a case study of PT. Bumi Barito Makmur, Central Kalimantan.

Design/methodology/approach – The study examines the performance of all variable that influence corporate strategy and company performances, such as vision, mission, initiatives and business potentials. Another variable that measure are SWOT analysis. In this research, interview will be used to company owner and director. Then, the data develop a research model from the literature review and used Microsoft Excel as a tool to analyze data.

Findings – The finding indicates that mission, vision and initiatives become the highest significant factor that influences corporate strategy. Another finding indicates that business potentials become the most significant indicator that measures company performances.

Research limitation/implication – The collected data will only represent company financial projection.

Keywords: Corporate Strategy, Company Performances, Business Potentials, Initiatives, Vision



DEDICATION

I dedicate this thesis for PT. Bumi Barito Makmur

I hope this thesis would be useful both for academic purposes and business purposes.



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