
REFERENCES

- Aimin, W., & Shunxi, L. (2011). A Model of Value Chain Management Based on Customer Relationship. *Journal on Innovation and Sustainability, II*, 17-21.
http://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&ved=0CB4QFjAAahUKEwiwzqjOIZzGAhWBLKYKHdfbAHc&url=http%3A%2F%2Frevistas.pucsp.br%2Findex.php%2Ffrisus%2Farticle%2Fdownload%2F7287%2F5289&ei=oN57VbD-NIHZmAXXt4O4Bw&usg=AFQjCNGocy3hQcwGqhV5V8ep_Kq
- Anantadjaya, S. P., & Yudha, A. J. (2010, July 15). Analysis on Children Traffic Playschool As A Potential New Business In Indonesia. *The 2nd Indonesia International Conference on Innovation, Entrepreneurship & Small Business, section 2: Business Plan & New Venture/Start-ups*, 55-66.
http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1645762
- Anantadjaya, S. P., Hardianto, F. N., Nawangwulan, I. M., Saputra, B. W., Lahindah, L., & Manurung, S. P. (2012). Value-Based Approach on Project Management: Empirical Evidences on Indonesia Firms. *Review of Intergrative Business & Economics Research, I*, 15-32.
http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2081609
- Anggraini, C. (2015, May 16). SWOT Analysis of Pop-Up Store. (Cynthia, Interviewer)
- Arthur, L. (2011). *The Advantages of a Brick and Mortar Business*. Retrieved March 21, 2015, from [www.ehow.com: http://www.ehow.com/info_10060232_advantages-brick-mortar-business.html](http://www.ehow.com/info_10060232_advantages-brick-mortar-business.html)
- Ashway, N. (2011, April 29). *Pop-up Marketing: The Good, The Bad and The Opportunity*. Retrieved June 11, 2015, from Marketing Thingy: <http://marketingthingy.com/2011/04/29/pop-up-2/>
- Bank Indonesia. (n.d.). *Inflation Report (Consumer Price Index)*. Retrieved June 11, 2015, from [Bank Indonesia: http://www.bi.go.id/en/moneter/inflasi/data/Default.aspx](http://www.bi.go.id/en/moneter/inflasi/data/Default.aspx)

- Bartuševičienė, I., & Šakalytė, E. (2013). Organizational Assessment: Effectiveness Vs. Efficiency. *Social Transformations in Contemporary Society*, 1, 45-53. <http://stics.mruni.eu/wp-content/uploads/2013/06/45-53.pdf>
- Bazaar Addict. (2015). *Instagram*. Retrieved June 15, 2015, from Bazaar Addict: <https://instagram.com/p/zp0qqbNnl/?taken-by=bazaaraddict>
- Bergqvist, A., & Leinoff, L. (2011, May 31). Once You Pop Your Customer Will Shop - A Study About Pop-Up Store. *Master Thesis, Faculty of Marketing*, 1-66. (P. Caesar, Ed.) Kalmar, Sweden: Linnaeus University. <http://www.diva-portal.org/smash/get/diva2:427654/FULLTEXT01.pdf>
- Bhattacharjee, A. (2012). *Social Science Research: Principles, Methods, and Practices* (2nd ed.). Tampa, Florida, USA: Textbooks Collection USF Tampa Library Open Access Collections.
- Bradutan, S., & Sarbu, A. (2012). Advantages and Disadvantages of the Strategic Management in the Current Economic Context. *4(1)*, 1. Sibiu, Romania: The Bucharest Academy of Economic Studies. http://www.cedc.ro/media/MSD/Papers/Volume%204%20no%201%202012/MSD_9.pdf
- Brown, M. J., Ganenthiran, N., & Farmer, D. K. (2013). *Recasting the Retail Store in Today's Omnichannel World*. Retrieved March 20, 2015, from AT Kearney: <http://www.atkearney.de/documents/856314/5530427/Recasting+the+Retail+Store+in+Today's+Omnichannel+World.pdf/255b2692-1cb3-440d-b28e-bb7b35c7f3cd>
- Calvin. (2015, April 18). SWOT Analysis of Independent Store. (Cynthia, Interviewer) Jakarta, Indonesia.
- Conjecture Corporation. (2013). *What is mocktail?* (Conjecture Corporation) Retrieved March 20, 2015, from wisegeek.com: <http://www.wisegeek.com/what-is-a-mocktail.htm>
- Coupey, K. P. (2012). *Pop-Up Stores and The International Development of Retail Networks*. University of Rennes, Graduate School of Management, France. <http://www.marketing-trends->

[congress.com/archives/2012/Materials/Papers/International%20Marketing/Picot
Coupey.pdf](http://congress.com/archives/2012/Materials/Papers/International%20Marketing/PicotCoupey.pdf)

David, F. R. (2013). *Strategic Management: Concepts and Cases* (14th ed.). South Carolina: Pearson Education Ltd.

Encore Bazaar. (2015, April). *Instagram*. Retrieved June 10, 2015, from Encore Bazaar: <https://instagram.com/encorebazaar/>

Entrepreneur. (2015, January 5). *First Steps: Writing the Operations Section of Your Business Plan*. Retrieved June 12, 2015, from Entrepreneur: <http://www.entrepreneur.com/article/241076>

Feimianti, E., & Anantadjaya, S. P. (2014). Value Creation of Intellectual Capital: Financial Performance Analyses in Indonesian Publicly-Listed Consumer Goods Industry. *Review of Integrative Business and Economics Research*, III (1), 99-113. <http://ssrn.com/abstract=2406821>

Ghuri, P., & Gronhaug, K. (2010). *Research Methods in Business Studies* (4th ed.). England: Pearson Educated Limited.

Gigapolitan. (2011). *Summarecon Mall Serpong*. Retrieved June 11, 2015, from Serpong City: http://serpongcity.com/nest_frontstore/frontstore_profile.asp?merchant_id=42

Glasshopper. (2015). *Financial Records*. Tangerang.

Halim, E. (2015, May 16). SWOT Analysis of Pop-Up Store. (Cynthia, Interviewer)

Hang, C. (2014, September 21). *Fed Up With The Constant Pop-Ups*. Retrieved March 19, 2015, from The Jakarta Globe: <http://thejakartaglobe.beritasatu.com/blogs/brandonesia/fed-constant-pop-ups/>

Haryanto, T. (2015, April 18). SWOT Analysis of Independent Store. (Cynthia, Interviewer) Jakarta, Indonesia.

Ikung. (2015, January). *The Breeze BSD CITY*. Retrieved June 11, 2015, from Trip Advisor: http://www.tripadvisor.com/Attraction_Review-g1493703-d6982748-

Reviews-The_Breeze_BSD_CITY-
Tangerang_Banten_Province_Java.html#photos

Kim, H., Fiore, A. M., Niehm, L. S., & Jeong, M. (2010). Psychographic Characteristics Affecting Behavioral Intentions Towards Pop-up Retail. *International Journal of Retail & Distribution Management*, 38 (2), 133-154. www.emeraldinsight.com/0959-0552.htm

Li, M. L., Green, R. D., Farazmand, F. A., & Grodzki, E. (2012). Customer Loyalty : Influences on Three Types of Retailer Store's Shoppers. *International Journal of Management and Marketing Research*, 5 (1), 1-19. <http://ssrn.com/abstract=1957207>

Mainardes, E. W., Ferreira, J. J., & Raposo, M. L. (2014). Strategy and Strategic Management : Are They Recognized by Management Students. *E & M Ekonomie A Management*, 17, 7. http://www.ekonomi-management.cz/download/1395653307_ca41/04_Strategy+And+Strategic+Management+Concepts.pdf

Marketing Attack Day. (2015, January). *Instagram*. Retrieved June 10, 2015, from Marketing Attack Day: <https://instagram.com/marketingattackday/>

Metropolis Market. (2015, February). *Instagram*. Retrieved June 10, 2015, from Metropolis Market: <https://instagram.com/metropolismarket/>

Morrison, A. M. (2010). *Hospitality and Travel Marketing* (4th ed.). (D. Garza, Ed.) New York, United State of America: Delmar.

Music Night Prasetya Mulya. (2015). Retrieved June 9, 2015, from Facebook: https://www.facebook.com/MusicNightPrasmul/photos_stream

My Market Research Methods. (2012, November 28). *Types of Data & Measurement Scales: Nominal, Ordinal, Interval and Ratio*. Retrieved June 14, 2015, from My Market Research Methods: <http://www.mymarketresearchmethods.com/types-of-data-nominal-ordinal-interval-ratio/>

- Mzera, U. J. (2012). The Effect of Strategic Value-Based Management on the Performance of Organizations in Coast Province, Kenya. *International Journal of Business and Social Science*, 3 No. 16 (Special Issue), 264. http://ijbssnet.com/journals/Vol_3_No_16_Special_Issue_August_2012/28.pdf
- Nasmul, C. (2011, Augustus 1). Value Creation of Publicity Listed Property and Real Estate Companies in Indonesia. *Undergraduate Thesis, Faculty of Business Department of Accounting*, 17. (S. P. Anantadjaya, Ed.) Tangerang, Indonesia: Swiss German University. <http://www.sgu.ac.id/library/garuda/thesis.php?code=1011>
- Osita, I. C., Justina, N., & Onyebuchi, I. (2014). Organization's Stability and Productivity: The Role of SWOT Analysis an Acronym For Strength, Weakness, Opportunities and Threat. *International Journal of Innovative and Applied Research*, II (9), 23-32.
- Paper Rater. (2015, June 15). *Plagiarism Checker*. Retrieved June 15, 2015, from Paper Rater: http://www.paperrater.com/plagiarism_checker
- Pearce, J. A., & Robinson, R. B. (2011). *Strategic Mangement Formulation, Implementation, and Control* (12th ed.). New York, USA: Mc Graw Hill.
- Perera, C. E., Anantadjaya, S. P., & Nawangwulan, I. M. (2013). Analysis On Search Engines: Evidence of Effectiveness and Efficiency. *International Journal of Management Research and Business Strategy*, II (3). <http://www.ijmrbs.com/currentissue.php>
- Place Associates. (2013, December). *Boroondara Pop Up Shops - Strategic Framework & Pilot Recommendations*. Retrieved March 19, 2015, from Boroondara: <http://www.boroondara.vic.gov.au/~media/Files/Business/Pop-Up%20Shops%20Pilot%20Strategic%20Framework%20and%20Pilot%20Program%20Recommendations.pdf>
- Prasetiya Mulya Business School. (2013). Retrieved from pmsbe: <http://www.pmsbe.ac.id/eng/about.php?lang=en>

Propertykita.com. (2014). *Property Kita*. Retrieved June 10, 2015, from Disewakan Kuningan City:
<http://www.propertykita.com/listingdetail.secondary.php?propid=254822>

PT Acset Indonusa. (2015). *Acset*. Retrieved June 10, 2015, from Gandaria City:
<http://www.acset.co/en/projects/posts/1/Gandaria-City>

PT Alam Sutera Realty Tbk. (n.d.). Retrieved Juni 9, 2015, from Alam Sutera:
<http://www.alam-sutera.com/facilities>

PT. Bank Mandiri . (2014, December 01). *Bank Mandiri*. Retrieved June 10, 2015, from Suku Bunga PT. Bank Mandiri (Persero):
http://www.bankmandiri.co.id/resource/bunga_02122011.asp

Putra, A. N. (2015, April 10). Glasshopper Business. (Cynthia, Interviewer) Tangerang, Indonesia.

Raphael, G. (2013). Measuring Efficiency, Effectiveness and Performance of Tanzanian. *European Journal of Business and Management*, IV (7), 196-206.
http://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&ved=0CCMQFjAAahUKEwifr_aTwJHGahVBIaYKHefuATY&url=http%3A%2F%2Fwww.iiste.org%2FJournals%2Findex.php%2FEJBM%2Farticle%2Fdownload%2F4

Sabarli, A. (2015, April 18). SWOT Analysis of Independent Store. (Cynthia, Interviewer)

Schaper, M., Volery, T., Weber, P., & Lewis, K. (2011). *Entrepreneurship and Small Business* (3rd ed.). Queensland, Australia: John Wiley & Sons.

Shaw, D. R. (2010). Value Creation in Multi-Level Networks: A Development of Business Model Theory. *Pacific Asia Conference on Information Systems (PACIS)* , 25-36.

Sofica, A. (2015). *Using the Marketing's 7P's to Successfully Recruit The Generation Y for Hospitality and Tourism Industry*. Retrieved June 12, 2015, from Academia:
https://www.academia.edu/9082430/Using_the_Marketing_s_7P_s_to_successfully_recruit_the_Generation_Y_for_Hospitality_and_Tourism_Industry

StartUp Britain. (2013, October 11). *Pop-Up SHops Training Ground For Future High Street Entrepreneurs Says New Report*. Retrieved March 18, 2015, from StartUp Britain: <http://www.startupbritain.co/news/2013-10-11/pop-up-shops-training-ground-for-future-high-street-entrepreneurs-says-new-report>

Surchi, M. (2010). The Temporary Store: A New Marketing Tool for Fashion Brands. *Journal of Fashion Marketing and Management, IV (2)*, 257-270. www.emeraldinsight.com/1361-2026.htm

Susanto, S. (2015, April 18). SWOT Analysis of Independent Store. (Cynthia, Interviewer) Jakarta, Indonesia.

Suttle, R. (2015). *SWOT Analysis for Retail*. Retrieved June 11, 2015, from Small Business: <http://smallbusiness.chron.com/swot-analysis-retail-3344.html>

The Pensters. (2015, June 15). *Free Plagiarism Checker report*. Retrieved June 15, 2015, from The Pensters: https://www.thepensters.com/free-plagiarism-checker-report.html?id=f94e30d0fdb7092d22b266b6b12675e4_1434351385:6342699

Traffiquefest. (2014, November 28). Tangerang, Indonesia.

whatshappening2.wix.com. (2014, December 1). *Traffique Fest Mall Alam Sutera, Pop Up Market Pertama di Tangerang*. Retrieved March 20, 2015, from www.whatshappening2.wix.com:
<http://whatshappening2.wix.com/whatshappening2#!Traffique-Fest-Mal-Alam-Sutera-Pop-Up-Market-Pertama-di-Tangerang/cjds/9E32F68C-68A0-4BF3-8542-22D68C850761>

Yudha, M. N., & Anantadjaya, S. P. (2010, July 20). Value Creation Analysis on Indonesian Furniture Manufacturers : A Case Study of PT. Furniture Indonesia. *The 2nd Indonesia International Conference, 'Innovation, Entrepreneurship & Small Business* , 493-505. <http://ssrn.com/abstract=1645790>

Zhou, X. (2013, April). Research on Logistics Value Chain Analysis and Competitiveness Construction for Express Enterprises. *American Journal of Industrial and Business Management* , 131-135. <http://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&ved=0CCIQFjAAahUKEwjoiWiwZHGAhVDIKYKHTb7ABQ&url=http%3A%3A>

2F%2Fwww.scirp.org%2Fjournal%2FPaperDownload.aspx%3FpaperID%3D29
831&ei=f6t-VajQGsOomgW29oOgAQ&usg=AFQjCNF9O9_j9N1e-
cmL3IUhZc_OhghM-A&bvm=bv.95515949,d.dGY

