

**STRATEGIC DEVELOPMENT OF THE MICRO SMALL MEDIUM
ENTERPRISE RESTAURANT THROUGH SWOT ANALYSIS : AN
INVESTIGATION OF ‘SOTO BETAWI BANG KUBIL’ RESTAURANT IN
SOUTH TANGERANG**

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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.

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ABSTRACT

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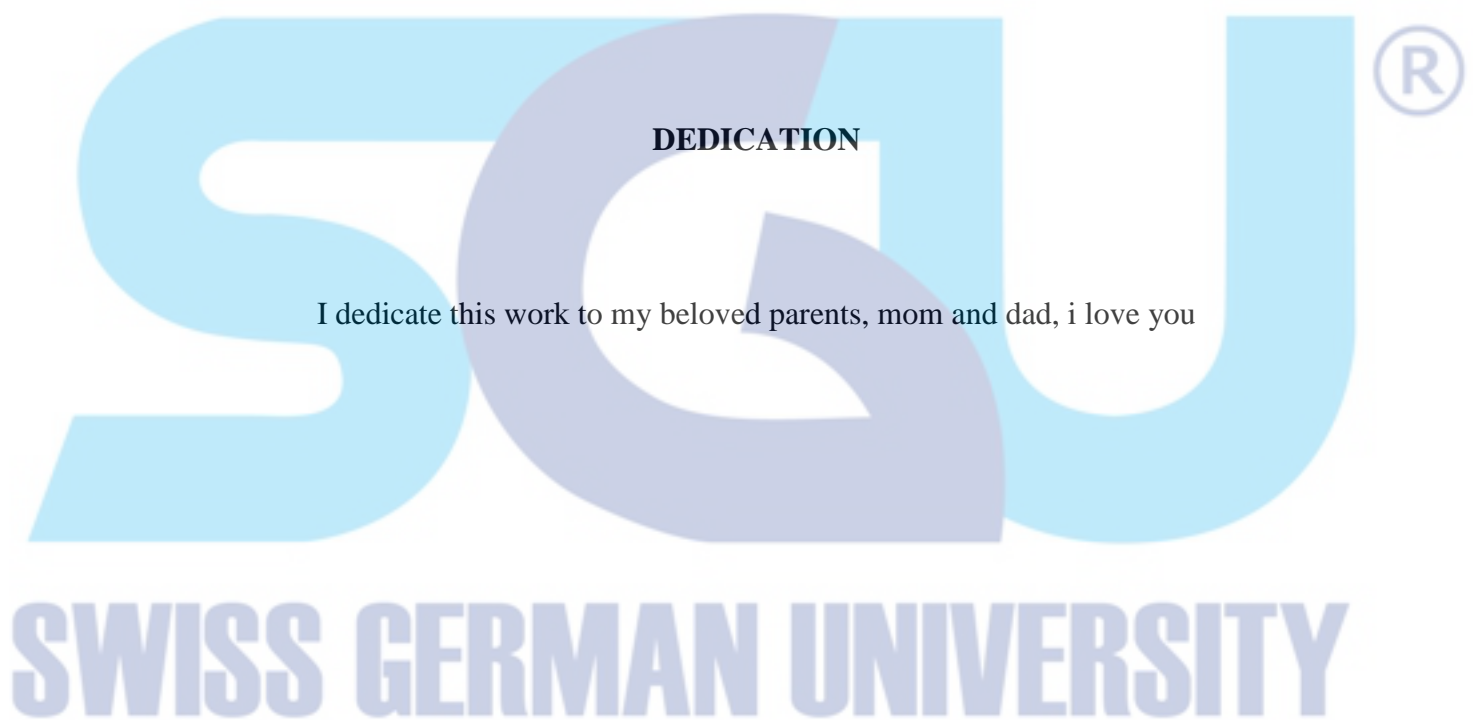
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This study aims to analyze the internal and external factors of Soto Betawi Bang Kubil. In addition, this research would also develop suitable strategy to improve the performance of Soto Betawi Bang Kubil. The methodology used in this study is qualitative method through in depth interview that were asked to representative owner, manager, and loyal customers of Soto Betawi Bang Kubil. In conclusion, a set of suggestion was given to solve problems that might come from external and internal factors. Also, the best strategy was recommended in order to support Soto Betawi Bang Kubil performance.

Keywords: Strategic Development, SWOT, IFE, EFE, QSPM Matrix



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TABLE OF CONTENTS

	Page
STATEMENT BY THE AUTHOR.....	2
ABSTRACT.....	3
DEDICATION.....	5
ACKNOWLEDGEMENT.....	6
CHAPTER 1 – INTRODUCTION.....	7
1.1. Background	9
1.3. Research Questions	14
1.4. Research Objectives	15
1.5. Scope and Limitation	15
1.6. Significance of Study	15
CHAPTER 2 – LITERATURE REVIEW.....	16
2.1. Framework of thinking	16
2.2. Strategic Development.....	17
2.3 SWOT Analysis	18
2.4. Internal Factor Evaluation (IFE).....	19
2.5. External Factor Evaluation (EFE).....	20
2.6. Internal-External Matrix	20
2.8. Quantitative Strategic Planning Matrix (QSPM).....	21
2.9. Previous Study	21
2.10. Study Differences.....	23
2.11. Internal and External Analysis.....	24
CHAPTER 3 – RESEARCH METHODOLOGY.....	25
3.1. Type of study	25
3.2. Unit Analysis	25
3.3. Data Sources & Collection.....	25
3.3.1. Type of Data	25
3.4. Data Collection Method	25
3.4.1. Primary Data	25
3.4.2. Secondary Data	26

3.5.	Data Analysis Technique	26
3.6.	Input Stage.....	26
3.7.	Matching Stage	28
3.8.	The Decision Stage.....	29
CHAPTER 4 – RESULT AND DISCUSSION.....		31
4.1.	Company Overview	31
4.1.1.	History and Background	31
4.1.2.	Organizational Structure	31
4.2.	Situational Analysis	32
4.2.1.	Indepth interview content.....	32
4.3.	Strategy Analysis	40
CHAPTER 5 – CONCLUSIONS AND RECOMMENDATIONS		51
5.1.	Conclusions.....	51
5.2.	Recommendations.....	51
REFERENCES.....		53
APPENDIX.....		56
CURRICULUM VITAE.....		74



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