

DEVELOPING NEW BUSINESS PLAN TO PT. DINAR SEGARA LOGISTIK

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BACHELOR'S DEGREE  
in

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July 2019

## 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

### DEVELOPING NEW BUSINESS PLAN TO PT. DINAR SEGARA LOGISTIK

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This research is conducted in a warehousing company. The objective of this thesis is to make PT. Dinar Segara Logistik run more structured and to establish the brand identify of PT. Dinar Segara Logistik. Based on the observation and data analysis, it is found that PT. Dinar Segara Logistik must define their future profile, which is able to establish favorable business and financial conditions, and Business Plan is the right answer.

There are several steps of idea proposed in this thesis. The first step is analyze the current situation of the warehouse itself and the main problem in current situation found. After that Business Plan must be develop to solve the problem.

In Business Plan, there are several steps and documents needed, First step is develop the strategy that include mission, vision, value, strategic analysis, and also strategy formulation. Second step is plan the strategy that include strategy theme, measure targets, and also funding. To fulfill all of the steps, that need several documents such as balanced scorecard and strategy map.

*Keyword: Business Plan, Warehouse & Logistics Management, Balanced Scorecard, SWOT Analysis, Value Chain Analysis, PESTEL Analysis*



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## DEDICATION

I dedicate my thesis to my loving and supportive family, my fellow industrial engineering classmates, and all the other students in Indonesia struggling with their thesis.



## ACKNOWLEDGEMENTS

First of all, the author would like to express profound gratitude to The one almighty God, for without the opportunity, time, and never ending blessing given by him, this thesis will not be completed.

The author also owes utmost gratitude towards Ir. Setijo Awibowo, MM, as Advisor and Dr. Tanika D. Sofianti, S.T., M.T. as Co-Advisor for their endless motivation, patience, guidance, and the time they provided for the author for the writing process of this thesis.

Furthermore, none of this would be possible without the endless love, support, and understanding from the author's family.

Last, the author would like to thanks for classmates of Industrial Engineering 2015 for making this last 4 years the most memorable, exciting, and valuable experience in life.

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