ABSTRACT

An Analysis of Company Management Performance with Balanced Scorecard Frame
(Case Study in PT. Sarana Agro Nusantara)
Panji Bharata Tjahjo Tunggul

In the middle of mature and dynamic business circumstances, PT. Sarana Agro Nusantara realized that the management has to make strategy reorientation and analyze their performance deeply. They need more than just financial performance indicator to shown and reflect the condition of the company. A new tool which can measure company performance thoroughly and provide feedback is required. The purpose of this research was to identify company performance indicators from financial, customer, internal business process and learning and growth perspective and also to construct, develop and analyze the performance of the company using Balanced Scorecard frame. By using Balanced Scorecard, both inhibited and supportive factors toward company performance can be acknowledge, thus the feedback can be given to the company.

All the data's was gathered as per key performance indicators from each perspective. They were gathered through interviews, questionnaire and company's data. The performance measurement tools were used for data processing, paired comparison method was used for weighting and Microsoft Excel was used for mapping the company performance.

The results were overall performance of PT. Sarana Agro Nusantara can be considered poor. More than a half from 17 Key Performance Indicators definite, shown unsatisfying performance. These unsatisfying results were performance inhibited factors. For PT. Sarana Agro Nusantara, all Key Performance Indicators in financial and internal business process were performance inhibited factors. And the management has a lot of work to do to improve their performance ahead.