



ABSTRACT

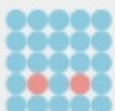
Performance Analysis with Balanced Scorecard : A Case Study of bottle water manufacture (PT. X).

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The main objectives of this thesis were (a) to know performance PT."X" (b) to provide recommendation about marketing strategy (c) to provide an illustration about efficiency and productivity of internal process (d) to prepare the conducive situation for learning and innovation process. The method used are observation, literature study and interview. The analysis have been perform have the descriptive characteristic in format of case study to problem solving in PT. "X", they are including analysis of financial performance and analysis of company performance with balanced scorecard frame work. The recommendation of strategy that have to implemented to PT."X" are (a) improvement market in new market consumer, (b) built and growth through development market, (c) effectively improvement business process.

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