



## ABSTRACT

### **Micro Credit Strategy Business Analysis On PT. Bank X Tangerang Branch**

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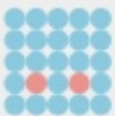
*The aim of this research are going a perpective about business strategy micro-credit on PT Bank X Tangerang Branch and overcome the rapid competition specially which point a small scale credit.*

*The research method is case study with focussed on credit micro strategy analysis that have been granted by on PT Bank X Tangerang Branch. Tools for data analysis are ; Industrial Structure Analysis, Value Chains Approach, Marketing Mix Strategy, SWOT Matrix and Quantitative Strategic Planning Matrix (QSPM).*

*Base on the approach of QSPM, the chosen strategy which recommended to PT Bank X Tangerang Branch is the increased quality and quantity micro credit with selective.*

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