

ABSTRACT

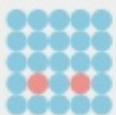
PT. Pusaka Tradisi Ibu (PT. PTI) is one of a few Indonesian Cosmetics Companies specializing in moslem's cosmetic's products. Since the current products is only 0.3 of 1 % of total market of cosmetics products in Indonesia, that means PT. PTI has a good prospect.

This thesis is trying to analyse the operational and financial performances of the company using ratios, trends, comparison, in both internal and external points of view. Data used for the analysis are company's figures and information in 1996-2000.

The research found that overall performances of the company such as liquidity, solvability, rentability, and activity aspects showed it's healthy condition, and also productivity growth, efficiency growth, competitive growth, human resources development, products and business in innovation, research and development aspects showed it's steady condition. Using penetration strategy for marketing, and products development strategy, the company has a great potential to grow.

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