

Abstract

Family businesses in Indonesia have an ability to survive and thrive. But to reach longevity, the stakeholders meet some crucial challenges like succession, conflicts among business stakeholders, and challenges to formalize and expand the business (the professionalization of the company). Researching the family business on a small scale in view of the development of three-dimensional model of the family business. Covering the family dimensions, ownership dimensions, and business dimensions.

The study was conducted in Soto Bandung M Tarya Sawah Kurung and Soto Bandung M Tarya Pajagalan (Bandung, Indonesia), from March to July 2015. Both objects have been unique in the ownership and management of its business. Coming from a family with the same trademark. However, they are completely different in terms of capital ownership and management of its business.

This type of research is descriptive-qualitative with data analysis inductive. Data were collected by in-depth interviews. The data from the interviews was analyzed by three-dimensional model of the family business. The analysis aims to maping the stakeholders (family members, business owners, and employees) and formulate a strategy based on SWOT analysis.

The results obtained that stakeholders at Soto Bandung M Tarya entirely from the family, with the dominance of women in it. Each club has its advantages and disadvantages. But both sides have a common strength that family businesses can be successful long-lasting. Because Soto Bandung M Tarya is still controlled by the core family and motivation of employees who continue to be preserved.

Keywords: small family business, three dimention model of family business, SWOT