

## **ABSTRACT**

*In the current era, the source of capital from third parties (investors) has been widely applied by companies using IPO or can be called sell the partial of the company to investors in the form of shares. Success indicator of the sales can be seen in abnormal return value which reflects the performance of shares. This study focuses on the calculation of the shares performance of 8 industrial sector which is consists of 30 companies that doing IPO in 2013 and followed by SWOT analysis of the best industrial sector based on the best shares performance and the strategy determination refers to the company position on SWOT diagram.*

*The first step is done by calculating return value for each company. Then continued by return calculation for every industrial sector using sampling technique which is the average of companies return value on each sector. After that doing calculation of abnormal returns and the description about its performance whether it is in good or bad category. From that calculation the object for SWOT analysis and corporate strategy determination will be seen from the best shares performance of industrial sector.*

*From this study we can concluded that the best shares performance industrial sector is finance industrial sector. In SWOT mapping we can see that company position is on advantageous position and could keep on increasing the performances supported by availability of strength and opportunities which is more dominant than weakness and threat.*

*Keywords: shares, investment, Initial Public Offering, return, abnormal return, performance of shares, SWOT*