

## **ABSTRACT**

*The IT TELKOM's computer business opportunity, have a nice prospect. Mc S is one of six computer store in IT TELKOM and computer store in BEC that using this opportunity. There is different the number of market share existing and the market share goal of Mc S. This competition condition make Mc S need a business improvement planning so Mc S can still struggle in competition and win the competition.*

*Before make a business improvement planning, Mc S doing the superiority position among the competitors. The superiority position analysis of Mc S is using the costumer value map. The result is Mc S have a superiority among the competitors. So Mc S can doing a business improvement planning.*

*The business improvement planning in market's aspect use the perceived and expectation matrix. While the business improvement planning in management aspect use management system analysis, so the weakness of management system can be known. The business improvement planning in financial aspect is using the investment worthiness, net working capital, and debt ratio.*

*The first business improvement planning in market's aspect is add the good's references and make a minimum order quantity to overcome the stock problem. The second business improvement planning in market's aspect is looking for outsourcing and the troubleshooting besides computer to overcome the complete of service problem.*

*The business improvement planning in management's aspect is add the employee. There are two employees in technical support and one in business support.*

*The business improvement planning in financial aspect is open the investment opportunity for the new investor base on investment worthiness, and using the opportunity of credit base on debt ratio.*

*Key word : Mc S, competition, market analysis, management analysis, and financial analysis , business improvement planning.*