

## ***ABSTRACT***

*Koperasi INTI is a company created by PT INTI to support production activity and staff prosperity. Koperasi INTI established at 1979 and officially operate at 2012. Koperasi INTI have 5 divisions which is services, commerce, stored and loan, administration and intimart. Every year PT Koperasi INTI commence a yearly meeting and produce a bookkeeping contains budget and expenses on the following year, also financial planning for year to come. As for the problem so far is not achieving the targets that have been determined each unit on service units and commerce. It can be seen from the sale of the unit does not reach the target that has been determined so that, complicate the Koperasi INTI to develop the business considering the service and commerce unit is the current financial flow of Koperasi INTI.*

*An existing method in Koperasi INTI called objective management which every staff will be given a target that must be met by that teamwork in the company is considered weak. On the assessment methods based on targets, it is needed a method to compare unit's performance in the company. The mentioned method is called balance scorecard.*

*The result of the following method is to assess the activity done by company is considered "healthy" or "unhealthy" by creating multiple category on unit's management performance. By doing so it will be clear if a unit is actually achived the specified target or not and also giving the manager an upper hand to do an evaluation on yearly report.*

***Key word:*** *SWOT analysis, Maps strategy and Balance Scorecard.*