

ABSTRACT

Family business is one of the most popular type of business that used to run by people around the world. Although family business can give a lot of benefit, in real life its really hard to handle. Prima Rasa bakery and pastry was the example of family business that not just able to survive but also grow from time to time. Just like any other business that run by chinese people, Prima Rasa use family as their main key for the business.

This research used to find out the reason of how Prima Rasa bakery and pastry able to keep surviving and grown bigger for more than 24 years in the hand of family members only. Therefore this research uses correlational method by linking the three dimensional development by Gersick et al (1997) and characteristics of ethnic Chinese family business by Wahjono, S Imam (2009). The result from this research will show the three dimensional development that happen in Prima Rasa bakery at this moment. It also shows whether the model happened is influenced by their ethnic background or not.

The results show that at the ownership axis, Prima Rasa is placed at sibling partnership stage. In the other hand, looking from the family axis, it seems that Prima Rasa was at working together stage. And at the last axis which is the business axis, Prima Rasa is placed at expansion/formalization stage. Prima Rasa also shows that their business was influenced by their ethnic background.

Since Prima Rasa bakery and pastry is still handled by the first generation from the beginning until now, Prima Rasa should start to plan their transition model for the future, in order to make smooth transition to their next generation.

Key Word: Family business; The tree dimensional development; Characteristics of ethnic Chinese family business