

ABSTRACT

PT. Prapta Rekayasa Buana is a family-firm business that engaged in cosmetic manufacturing industry since 2006. To this day, the company have not yet establish a proper performance appraisal method that causing the lack of company's strategic objectives and unstabilized in achievieng their target. Based on that issues, this research made to estabilish balanced scorecard as one of the methode of performance appraisal for the company. This performance appraisal method is made by determining the strategic alternatives from the SWOT analysis of the company. The strategic alternatives are classified into four perspectives of BSC to make the company strategic map. The next step is to specify the critical success factor and key performance indicator of each strategies as well as the weighting of each indicators using AHP that will be used as the indicator of BSC. The result we have is the BSC and the weighting of each perspectives that are 49% of financial, 33% of customer, 9% of internal business process, and 9% of learning and growth.

Keywords: *Critical Succes Factor, BSC, KPI, Weighting.*