

## ABSTRACT

PT Mitra Solusi Indotama is a company that produces warehouse racking accessories the company wants to improve its performance in an increasingly tight market era. PT MSI, since its establishment in 2020, still does not have a comprehensive company performance measurement tool. So far, PT MSI is still measuring performance through the financial aspect only, as a result, many aspects are unknown to the company which have an impact on not achieving the profit targets set in the Company's Work Plan and Budget. Therefore, companies now certainly need information about the company's performance that is comprehensive (comprehensive) in order to improve performance and to achieve company goals in the future. Based on this situation, a research was conducted to design a company performance measurement tool using the Balanced Scorecard method, where the Balanced Scorecard method has the advantage of a more comprehensive performance assessment and is able to reach four different perspectives in a balanced way. In measuring performance at PT MSI, it will begin by determining strategies and strategic targets based on the elaboration of the vision and mission as well as KSF analysis. Then, based on the results of the analysis, a strategy map is made which will be the basis for the KPI design. After that, the performance measurement is carried out. Based on the results of the analysis that has been done, there are 22 KPI formulations from four perspectives on the Balanced Scorecard. Based on the results of the measurement process, obtained a value of 75% for the customer perspective, 68.97% for the financial perspective, 72.20% for the learning and growth perspective and 94.55% for the internal business process perspective.

***Keywords: Performance Measurement, Performance Planning, Balanced Scorecard, Key Success Factors, Strategic Goals, Key Performance Indicators, Initiative Strategy.***