

TABLE CONTENT

ABSTRACT.....	i
VALIDITY SHEET	iii
FOREWORD	v
TABLE CONTENT	vi
LIST OF FIGURE.....	x
LIST OF TABLE	xi
APENDIX LIST.....	xiii
LIST OF SYMBOLS	xiv
GLOSSARY.....	x
CHAPTER I.....	1
INTRODUCTION	1
I.1 Background	1
I.2 Alternative Solution	10
I.3 Problem Formulation.....	12
I.4 Objectives of Research	12
I.5 Benefits of Research.....	12
I.6 Writing Organization.....	12
CHAPTER II.....	15
LITERATURE REVIEW.....	15
II.1 Relevant Courses	15
II.1.1 Marketing Management	15
II.1.2 System Modeling	19
II.1.3 Strategic Management.....	19
II.1.4 Internal Environmental Analysis.....	21

II.1.5	Internal Factor Evaluation Matrix (IFE)	22
II.1.6	External Factor Evaluation Matrix (EFE)	23
II.1.7	Internal External (IE) Matrix	24
II.1.8	SWOT Matrix	25
II.2	Operation Research	27
II.2.1	Determine of Weight Using Analytical Hierarchy Process (AHP). 27	
II.3	Industrial Organization Management System (IOMS).....	30
II.3.1	Political, Economic, Social, Politics (PEST) Analysis	30
II.3.2	Porters' Five Forces Analysis	31
II.3.3	Analytical Use of Matrix.....	32
II.3.4	QSPM Matrix	32
II.4	Academic Reference.....	34
II.4.1	Boston Consulting Group (BCG) Method as A Basis for Determining Strategy Marketing at UD. Putra Bangun Furniture Production	34
II.4.2	SOAR Analysis on Marketing Strategies in the Finance Services Industry (Hanafi & Zamista, 2020).....	34
II.4.3	Strategic Analysis Using SWOT-AHP: A Fibre Cement Sheet Company Application (Ashutosh et al., 2020)	34
II.4.4	Analysis of marketing strategy using SWOT and QSPM matrix at WS Soekarno Hatta Restaurant Malang (Effendi et al., 2016).....	35
II.5	Reasons for Choosing Theory/Model/Framework of Design Standards	35
CHAPTER III		40
METHODOLOGY DESIGN		40
III.1	Systematic Design	40
III.1.1	Data Collection Mechanism Description	42
III.1.2	Design Stage	43
III.1.2.1	Analysis of the Company's Internal Factors	43
III.1.2.2	Analysis of the Company's External Factors	43
III.1.2.3	Internal Factors and External Factors Ranking.....	43

III.1.2.3 IFE Matrix Weighting and Rating	44
III.1.2.4 EFE Matrix Weighting and Rating	44
III.1.2.5 Calculation of Weighting Score Internal and External Factors	44
III.1.2.6 SWOT Matrix Arrangement	45
III.1.2.6 IE Matrix Arrangement.....	45
III.1.2.7 Alternative Strategy Proposal	45
<u>III.1.3 Verification Mechanism Description</u>	<u>46</u>
III.1.3.1 Preparation of QSPM Matrix.....	46
III.1.3.2 Calculation of QSPM Matrix.....	46
III.1.3.3 Strategy Roadmap Creation	46
III.1.3.4 Integrated System Design	46
III.1.4 Description of The Design Validation Mechanism	47
III.1.4 Analysis and Validation of Result Implementation	47
III.1.5 Sensitivity Analysis.....	47
III.2 Final Project's Assumptions and Limitations.....	47
CHAPTER IV	48
INTEGRATED SYSTEM DESIGN	48
IV.1 Data Description.....	48
IV.1.1 Company Profile	48
IV.1.2 Organization Structure	48
IV.1.3 Company Internal Audit.....	50
IV.1.4 Company External Audit	56
IV.1.5 Five Forces Porter's Analysis	62
IV.2 Design Specifications and Design Standards	68
IV.3 Design Process	69
IV.3.1 Determination of Company Internal Factors.....	69
IV.3.2 Determining the Company's External Factors	74
IV.3.3 Giving Weight and Rating	76
IV.4 Design Result	81

IV.4.1	Weighting Score of IFE	81
IV.4.2	Weighting Score of EFE	83
IV.4.3	SWOT Matrix Preparation	85
IV.4.4	IE Matrix Compilation	96
IV.5	Verification of Chosen Strategy Design.....	97
IV.5.1	Determination of the chosen strategy using QSPM	97
CHAPTER V		110
VALIDATION AND EVALUATION OF DESIGN RESULTS		110
V.1	Validation of Strategy Design Results	110
V.2	Evaluation of Strategy Design Results	111
V.2.1	Internal Factors Evaluation and Analysis of Mamaberry Chips Gourmet 111	
V.2.2	Mamaberry Chips Gourmet External Factor Evaluation and Analysis 124	
V.2.3	Result of Strategy Design to Minimize Performance Gap.....	132
V.2.4	Boundary Analysis.....	145
V.2.5	Sensitivity Analysis.....	146
V.3	Analysis and Implementation Plan of Design Results	155
V.3.1	Roadmap Strategy	155
IV.3.2	Integrated System Design	156
CHAPTER VI		162
CONCLUSION AND SUGGESTION		162
VI. 1	Conclusion	162
VI.2	Suggestions.....	163
REFERENCES.....		165