

LIST OF TABLE

Table I.1 Industry Market Size Growth in Indonesia.....	3
Table I.2 Marketing Mix 4P.....	7
Table I.3 Mamaberry Chips Gourmet Owner PDCA Interview	8
Table I.4 Alternative Solution.....	10
Table I.5 Comparative Score Between Potential Solutions and Criteria	11
Table II.1 IFE Matrix	22
Table II.2 EFE Matrix	23
Table II.3 SWOT Matrix Model	27
Table II.4 Relative Importance Scale.....	29
Table II.5 Random Index Value (RI)	29
Table II.6 Strategy Formulation Analysis Framework	32
Table II.7 QSPM Matrix	33
Table II.8 Selection of Theory/Model/Framework	35
Table III.1 Data Collection Mechanism Description	42
Table IV.1 Management Section Audit List	51
Table IV.2 Marketing Section Audit List	52
Table IV.3 Finance and Accounting Section Audit List	53
Table IV.4 Production or Operation Section Audit List	54
Table IV.5 Research and Development Section Audit List	56
Table IV.6 Competitor in Healthy Snack Business in Indonesia.....	63
Table IV.7 Design Specification and Design Standards	68
Table IV.8 Company Strength Factors	69
Table IV.9 Selected Mamaberry Chips Gourmet Strength Factors	71
Table IV.10 Company Weakness Factors.....	72
Table IV.11 Selected Mamaberry Chips Gourmet Weakness Factors.....	73
Table IV.12 Company Opportunity Factors.....	74
Table IV.13 Company Threat Factors.....	75
Table IV.14 Results of Giving Weight and Rating of Internal Factors	76

Table IV.15 Result of Giving Weight and Rating of External Factors.....	78
Table IV.16 Weighting Score of IFE	81
Table IV.17 Result of Weighting Score of EFE	84
Table IV.18 SWOT Matrix	83
Table IV.19 Strategy Evaluation Results Through the QSPM Matrix.....	99
Table V.1 Validation of Proposed Strategy Results for Mamaberry Chips Gourmet	110
Table V.2 Strategy Implemented	157
Table V.3 Human Resource Needs and Tool for Determine Company's Long- Term Goals.....	135
Table V.4 Human Resource Needs and Tools for Using Digital Marketing	137
Table V.5 Proposed Strategy Sensitivity Analysis	149
Table V.6 Integrated System Design	157