

DAFTAR PUSTAKA

- A Zulkarnain, D. W. (2018). Analysis of IFE, EFE and QSPM matrix on business. *IOP Conference Series: Earth and Environmental Science*, 7.
- Alex Yaw Adom, I. K. (2016). Competitor Analysis in Strategic Management: Is it a Worthwhile Managerial Practice in Contemporary Times? *Journal of Resources Development and Management* , 127.
- Bruce R.Barringer, R. D. (2012). *Entrepreneurship: Successfully Launching New Ventures (4th Edition)*. New Jersey: Perason Education.
- Bruce R.Barringer, R. D. (2016). *Entrepreneurship: Successfully Launching New Ventures*. Edinsburg : Pearson.
- Coachmargetty. (2018, september 28). *Manfaat Menggunakan Business Model bagi Bisnis Anda*. Retrieved from <https://coachmargetty.com/2018/09/28/manfaat-menggunakan-business-model-bagi-bisnis-anda/>
- Heru. (2006, July Rabu). *Menjejak langkah pada tangga-tangga kehidupan*. Retrieved from Strategy Map: <https://heru.wordpress.com/2006/07/12/strategy-map/>
- Jumlah Penduduk Pekanbaru. (2014). Retrieved from Pekanbarukota.bps.go.id.
- Pink, B. (2020, Agustus Rabu). *Konsumsi rumah tangga tumbuh negatif 5,51% yoy di kuartal II-2020, simak pemicunya*. Retrieved from nasional.kontan.co.id:
<https://nasional.kontan.co.id/news/konsumsi-rumah-tangga-tumbuh-negatif-551-yoy-di-kuartal-ii-2020-simak-pemicunya>

Yoshi Trias Pratiwi, R. (2015). STRATEGY MAP BALANCED SCORECARD:
SISTEM MANAJEMEN UNTUK IMPLEMENTASI STRATEGI
PERUSAHAAN (STUDI KASUS PT ERRATISA PURNAMA). *Jurnal Buletin
Studi Ekonomi*, Vol. 20 No. 1, Februari 2015, 42.

