

DAFTAR PUSTAKA

- Arsyad, L. & Stephanus, E.K. (2014). *Ekonomika Industri: Pendekatan Struktur, Perilaku, dan Kinerja*. Yogyakarta: UPP STIM YKPN.
- Balanced Scorecard Institute. (2020). *About Strategy Mapping*. Balanced Scorecard. Retrieved 20 February, 2021. From <https://balancedscorecard.org/bsc-basics/what-is-a-strategy-map/>
- British Library. (2019). *What is SWOT Analysis?* UK Business. Retrieved March 19, 2021. From <https://www.bl.uk/business-and-ip-centre/articles/what-is-swot-analysis#>
- Daryaatmaka, G. (2020). *Apa itu SOP – SOP Adalah Prosedur Standar Untuk Perusahaan*. Promise. Retrieved March 14, 2021. From <https://promise.co.id/apa-itu-sop-memahami-standard-operating-procedure-sop-itu-adalah/>
- David, F. R. (2008). *Strategic Management* (12th ed.). Pearson. Retrieved February 1, 2021. From <https://www.pearson.com/us/higher-education/product/David-Strategic-Management-Concepts-and-Cases-12th-Edition/9780136015703.html>
- Duncan, K. (2020, May 19). *What is a strategic roadmap & Why do you need one?* Planisware. Retrieved March 2, 2021 from <https://www.planisware.com/hub/insights/what-strategic-roadmap-why-do-you-need-one>.
- Felia, J. (2017). *Competitor Analysis*. Binus. Retrieved February 11, 2021. From <https://bbs.binus.ac.id/gbm/2017/06/07/competitor-analysis/>
- Fitriani, E. (2020, September 15). *Konsumsi Kopi di Indonesia Naik 44%*. Investor ID. Retrieved March 23, 2021. From <https://investor.id/business/konsumsi-kopi-di-indonesia-naik-44>
- Fitriani, R. (2019). The Business Model Canvas as A Solution of Innovation for A Small Business. *JURNAL ILMU MANAJEMEN DAN BISNIS*, 10(2), 197–204. Retrieved March 3, 2021. From <https://doi.org/10.17509/jimb.v10i2.15177>
- Gürel, E., & Tat, M. (2017). SWOT analysis: a theoretical review. *Journal of International Social Research*, 10(51).
- Goyal, A. (2020). A Critical Analysis of Porter's 5 Forces Model of Competitive Advantage. *Goyal, A.(2021). A Critical Analysis of Porter's, 5*.

- Harvard Business Review. (2014). *The Balanced Scorecard—Measures that Drive Performance*. Harvard Business Review. Retrieved March 1, 2021. From <https://hbr.org/1992/01/the-balanced-scorecard-measures-that-drive-performance-2>
- Ismail, I. (2021, January 18). *Payback Period Adalah: Pengertian, Kelebihan, Kekurangan dan Cara Menghitungnya*. Accurate. Retrieved March 4, 2021. From <https://accurate.id/ekonomi-keuangan/payback-period-adalah/>
- Jurevicius, O. (2014). *IFE & EFE Matrices*. Strategic Management Insight. Retrieved March 4, 2021. From <https://strategicmanagementinsight.com/tools/ife-efe-matrix.html>
- Kotler, P., & Keller, K. L. (2009). *Marketing Management* (13th ed.). Pearson. Retrieved March 8, 2021. From <https://www.pearson.com/us/higher-education/product/Armstrong-Marketing-Management-13th-Edition/9780136009986.html>
- Kurniawan, D. (2019, December 18). *Kedai Kopi di Indonesia Hampir Mencapai 3.000 Gerai*. Voice Of Indonesia. Retrieved March 11, 2021. From <https://voi.id/berita/925/kedai-kopi-di-indonesia-hampir-mencapai-3-000-gerai>
- Maria, E. (2013). Penerapan Quantitative Strategic Planning Matrix (Qspm) Untuk Penentuan Alternatif Strategi Pada STIE Malangkuçeçwara Malang. *Jurnal Manajemen dan Akuntansi*, 2(2).
- Nkd, F. (2020, November 9). *Pengertian Promotion Mix*. Logique. Retrieved March 17, 2021. From <https://www.logique.co.id/blog/2020/11/09/promotion-mix/>
- Porter, M. (1979). *How Competitive Forces Shape Strategy*. Retrieved from March 20, 2021. From <https://hbr.org/1979/03/how-competitive-forces-shape-strategy>
- Osterwalder, A. & Pigneur, Y. (2010). Retrieved from March 20, 2021. From *Business Model Generation*. New Jersey: John Wiley & Sons. Inc
- Pusat Data Industri Indonesia. (2021). *Data Pertumbuhan Industri Makanan dan Minuman 2010 - 2020*. Pusat Data Industri. Retrieved March 19, 2021. From <https://www.dataindustri.com/produk/data-pertumbuhan-industri-makanan-dan-minuman/>
- Rihanto, D. (2019). *Pertumbuhan Industri Makanan dan Minuman Sumbang 6,35% terhadap PDB Nasional*. Pikiran Rakyat. Retrieved March 16, 2021 from

<https://www.pikiran-rakyat.com/ekonomi/pr-01316389/pertumbuhan-industri-makanan-dan-minuman-sumbang-635-terhadap-pdb-nasional>

Sekaran, U., & Bougie, R. (2016). *Research Methods for Business* (7th ed.). Hoboken, NJ, United States: Wiley.

Thamrin, H., & Pamungkas, E. W. (2017). A Rule Based SWOT Analysis Application: A Case Study for Indonesian Higher Education Institution. *Procedia Computer Science*, 116, 144–150. <https://doi.org/10.1016/j.procs.2017.10.056>

UK Essays. (2019). The History Of Break Even Analysis. Retrieved from <https://www.ukessays.com/essays/economics/the-history-of-break-even-analysis-economics-essay.php?vref=1>

