

ABSTRACT

Steven Ang (01320140001)

THE IMPACT OF STRATEGIC PLAN IN OPERATIONAL, FINANCE, AND MANAGEMENT ASPECTS TO IMPROVE THE ORGANIZATIONAL PERFORMANCE OF PT. X IN BALI, INDONESIA
(xii+84 pages; 7 figures; 19 tables; 3 appendices)

The development of the fishing company in Indonesia are very high, this is because of the sea area that Indonesia have is big. As the company was running in the most need material that every people on Earth need, the effective and efficient company working system and structure is needed. The company should be focused on the organizational structure. The improvement of the company performance is need to be able to compete with others. Second is that the company should start to move from old style company to a modern company where every single company are using 4c's theory and social media to announce their product. The company also need to improve the financial report due to that the company has never done since the company has build. This made it was so hard to see the income and expenses of the company.

At the end of the research, the company can improve the work performance and also they can done their financial report. The company also can improve in the sales of their new product which is the canned fish. For the last is that the company know the future value of the cold storage and is it more profitable buying or rent a cold storage.

Keyword: 4c's, future value, financial report, organizational structure

References : 21 (1987-2014)