

ABSTRACT

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STRATEGY ANALYSIS AT PT. MARINE YARD SURABAYA

(xiii+ 48, 6 figures, 12 tables, 3 appendices)

Small Medium Enterprise nowadays is one of the most important things to make economy of the country better. This research is going to explore further and analyze about strategy analysis of one of the Small Medium Enterprise in Indonesia, PT. Marine Yard Surabaya.

In this research, the main goal of the researcher is to identify the strategy analysis and to help the company to make a strategy based on the Strategy management. This research is using the qualitative method of analysis. Interview process had been used to gather the data. The CEO of PT. Marine Yard Surabaya, the director operation of PT. Marine Yard Surabaya, and chairman of Indonesia National Shipowners Association.

The recommendation for the company is make and build a new facility to add on to the company.

Keywords: Small medium enterprise, Shipyard Company, case study research

References: 25 references (1971-2011)