

TABLE OF CONTENTS

COVER

STATEMENT OF AUTHENTICITY

APPROVAL BY INTERNSHIP REPORT SUPERVISOR

APPROVAL BY INTERNSHIP EXAMINATION COMMITTEE

ABSTRACT	vi
----------------	----

ACKNOWLEDGMENTS	vii
-----------------------	-----

TABLE OF CONTENT	ix
------------------------	----

LIST OF TABLES	xi
----------------------	----

LIST OF FIGURES	xii
-----------------------	-----

LIST OF APPENDICES.....	xiii
-------------------------	------

CHAPTER 1 INTRODUCTION

1.1 Background	1
1.2 Duration and Location.....	4
1.3 Internship Objectives	4
1.4 Scope of Internship	5
1.5 Problem statement.....	6
1.6 Summary Outline of Chapters.....	6

CHAPTER 2 THEORETICAL FRAMEWORK

2.1 Introduction to Theoretical Framework.....	9
2.2 Strategic Management	9
2.3 Strategic Planning.....	11
2.4 Swot Analysis	11
2.5 Technology	12
2.6 SAP System	13

CHAPTER 3 COMPANY PROFILE

3.1 Company Profile	14
3.2 Organization Structure of PT Triputra Agro Persada	16
3.3 Industry Analysis	19
3.4 Business Model Canvas of PT Triputra Agro Persada.....	20

CHAPTER 4 ANALAYSIS AND DISCUSSION

4.1 Analysis of the Problem 27

4.2 TOWS Analysis 34

4.3 Framework 43

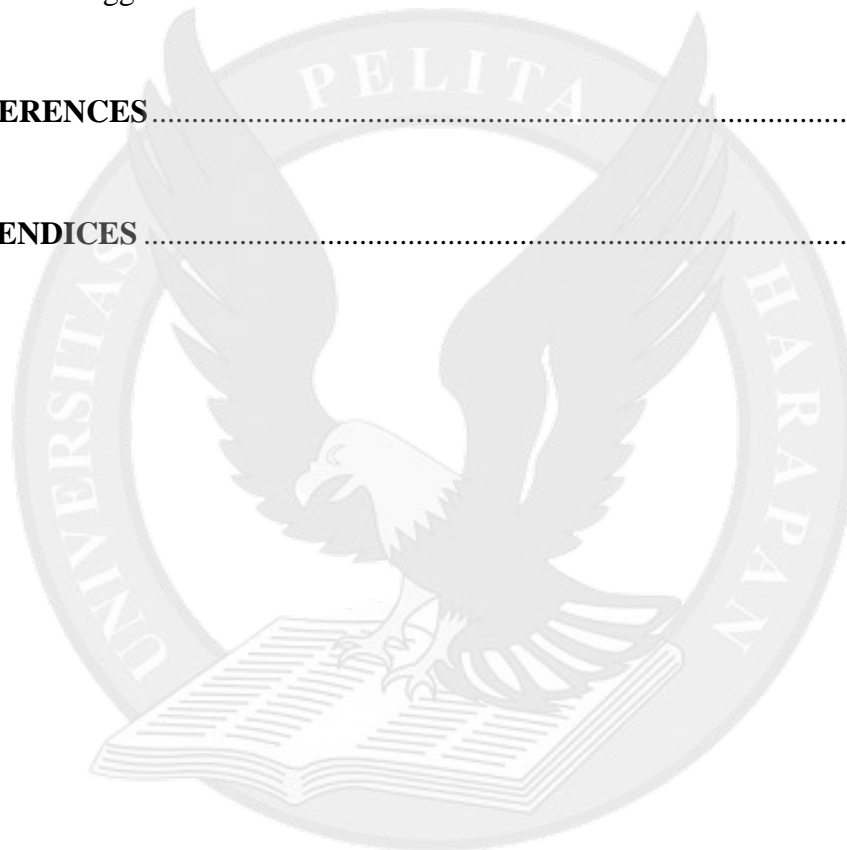
CHAPTER 5 CONCLUSION AND SUGGESTIONS

5.1 Conclusion..... 49

5.2 Suggestions 50

REFERENCES 51

APPENDICES A-1



LIST OF TABLES

Table 3.3 Business Model Canvas of PT Triputra Agro Persada.....	23
Table 4.1 TOWS Table.....	35



LIST OF FIGURES

Figure	3.1
.....19	
Figure	4.1
.....31	
Figure	4.2
.....32	



LIST OF APENDICES

Appendix A. Internship Completed Letter.....	A-
1	
Appendix B. Internship Monthly Attendances.....	B-
1	
Appendix C. Internship Project Description and Evaluation.....	C-
1	
Appendix D. Internship Monitoring Meeting.....	D-
1	
Appendix E. Internship Logbook.....	E-
1	
Appendix F. Internship Pictures.....	F-
1	

