



TABLE OF CONTENT

PREFACE.....	i
TABLE OF CONTENT.....	iii
TABLE LIST.....	vi
FIGURE LIST.....	vii
LIST OF ATTACHMENTS.....	viii
LIST OF ABBREVIATION.....	ix
ABSTRACT.....	x
CHAPTER 1 BACKGROUND.....	1
1.1 Research Questions.....	4
1.2 Research Purpose.....	5
1.3 Limitations.....	5
1.4 Benefit of Research.....	5
1.5 Thesis Structure.....	6
CHAPTER II LITERATURE STUDY.....	8
2.1 Risk Definition.....	8
2.2 Strategic Risk Management (SRM).....	9
2.3 Strategic Risk Assessment (SRA).....	11
2.4 SWOT Analysis.....	17
CHAPTER III RESEARCH METHODS.....	19
3.1 Research Design.....	19
3.2 Data and Sample.....	19
3.3 Techniques to Collect Data.....	22
3.4 Data Analysis Methods.....	24
3.5 Company Profile of PT Pionir Alfa Sejahtera (Pashouses).....	25
3.5.1 Company Overview.....	25



3.5.2 Detail of Booster Sell Program.....	27
3.5.3 Services Provided by the <i>Booster Sell</i> Program.....	29
3.5.4 Organizational Structure.....	32
3.5.5 Company Vision and Mission.....	34
CHAPTER IV RESULTS AND DISCUSSION.....	35
4.1 Results.....	35
4.1.1 Primary Data.....	35
4.1.2 Secondary Data.....	37
4.2 Understanding the business process.....	38
4.2.1 Elaborate Process.....	38
A. Overview of Process.....	38
B. Documentation Needed.....	45
C. Planning of Acquisition Process.....	46
D. Overview of Assessment Process Acquisition and Transaction of Booster Sell.....	48
4.3 Environment Factors Analysis.....	49
4.3.1 Strategic Risk Assessment.....	49
A. Market Competition.....	50
B. Regulatory Compliance.....	55
C. Economic Volatility.....	60
D. Company Reputation.....	63
E. Resume of Strategic Risk Assessment.....	65
F. SWOT Analysis.....	66
4.4 Strategic Risk Management Observation.....	70
4.4.1 Vision Development.....	70
4.4.2 Strategies.....	72



4.5 Consolidation of Indicators by Applying the Strategic Risk Management...	79
4.6 Risk Assessment.....	80
4.6.1 Key Indicators.....	83
4.6.2 Strategic Risk Management of Booster Sell Pashouses.....	86
4.7 Discussion.....	90
CHAPTER V CONCLUSION AND SUGGESTION.....	95
5.1 Conclusion.....	95
5.2 Suggestions.....	97
a. For the Company.....	97
b. For further research.....	98
5.3 Limitation.....	98
REFERENCES.....	100
APPENDIX.....	103



TABLE LIST

Table 3.1 List of Informants Detail.....	20
Table 3.2 Data Collection Techniques.....	22
Table 4.1 Pashouses House Criteria.....	42
Table 4.2 Company Comparison of Pashouses vs Competitors in the.....	53
Table 4.3 Strategic Risk Assessment of External Factors Regarding Secondary House Acquisition and Transaction.....	66
Table 4.4 Strategic Risk Assessment Factors observed with SWOT Analysis.....	69
Table 4.5 Pashouses Booster Sell observing the Vision, Strategy, KSFs, Risk and Indicators.....	80
Table 4.6 Pashouses Booster Sell Risk Assessment Likelihood Parameters.....	81
Table 4.7 Pashouses Booster Sell Risk Assessment Consequences Parameters....	82
Table 4.8 Observation of Booster Sell and the linkage of strategies, key success factors, moderate risks and key indicators.....	85
Table 4.8 Observation of Booster Sell and the linkage of strategies, key success factors, moderate risks and key indicators (cont).....	86
Table 4.9 Booster Sell urgent contingency plans.....	88
Table 4.9 Booster Sell urgent contingency plans (cont).....	89



FIGURE LIST

Figure 2.1 Strategic Risk Assessment.....	14
Figure 2.2 Risk assessment matrix, sample likelihood ranking, and consequence ranking.....	15
Figure 3.1 Added Value Provided by <i>Booster Sell</i> Program.....	28
Figure 3.2 Renovation Showcase of <i>Booster Sell</i> Program	30
Figure 3.3 Relayout Example of <i>Booster Sell</i> Program.....	31
Figure 3.4 Overview of Organizational Structure of Divisions in charge of Booster Sell.....	32
Figure 4.1 Realization of Primary Data Collection.....	36
Figure 4.2 Overview of Acquisition and Transaction Process of Booster Sell.....	39
Figure 4.3 Lead Generation Sources of Booster Sell Acquisition Process.....	41
Figure 4.4 Stakeholders of Booster Sell Acquisition Process.....	44
Figure 4.5 Assessment Processes in the Booster Sell Program.....	48
Figure 4.6 Pashouses Booster Sell observations of Strategic Risk Management..	70
Figure 4.7 Pashouses Booster Sell Risk Assessment.....	82
Figure 4.8 Pashouses Booster Sell Self Monitoring Process.....	93



LIST OF ATTACHMENTS

APPENDIX 1. RISK RATING TABLES	103
APPENDIX 2 INTERVIEW PROTOCOLS	106
APPENDIX 3. STRATEGIC RISK ASSESSMENT	108
APPENDIX 4. INTERVIEW TRANSCRIPT ATTACHMENT	115
APPENDIX 5. TOP 60 AREA LIST	170