

TABLE OF CONTENTS

TITLE PAGE	i
DECLARATION OF AUTHENTICITY	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	v
LIST OF TABLES	vii
LIST OF FIGURES	viii
ABSTRACT	ix
INTISARI	x
CHAPTER 1 INTRODUCTION	1
1.1 Background	1
1.2 Problem Formulation	5
1.3 Objectives	7
1.4 Research Benefits.....	7
1.5 Systematic of Writing	8
CHAPTER 2 LITERATURE REVIEW	9
2.1 Strategy	9
2.2 Strategic Management	9
2.3 Five Forces Model of Competition	11
2.4 Driving Forces	14
2.5 Key Success Factors	15
2.6 VRIN Tests	17
2.7 SWOT Analysis	18
2.8 Competitive Strategy	21
CHAPTER 3 RESEARCH METHODS AND COMPANY PROFILE	23
3.1 Research Methods	23
3.1.1 Data Collection Method.....	23
3.1.1.1 Primary Data	23
3.1.1.2 Secondary Data	24
3.1.2 Data Analysis Method	26
3.2 Company Profile	34

3.2.1 History of Company	34
3.2.2 Mission and Vision	35
3.2.3 Organizational Structure	35
3.2.4 Location	36
3.2.5 Business Performance	36
CHAPTER 4 ANALYSIS AND DISCUSSION.....	39
4.1 Analyzing External Environment	39
4.1.1 Industry Characteristics	39
4.1.2 Porter's Five Forces Analysis	54
4.1.3 Driving Forces Analysis	71
4.1.4 Key Success Factors (KSFs) Analysis	75
4.2 Analyzing Internal Environment.....	77
4.2.1 Analysis of Mission and Vision Statement	77
4.2.1.1 Mission Statement Analysis	77
4.2.1.2 Vision Statement Analysis	79
4.2.2 Identifying Company's Resources	80
4.2.2.1 Tangible Resources	80
4.2.2.2 Intangible Resources	86
4.2.3 Analyzing Company's Functional Capabilities.....	91
4.2.3.1 Production	91
4.2.3.2 Marketing	93
4.2.3.3 Human Resource	94
4.3 SWOT Analysis	97
4.4 Evaluating Company Strategy	105
4.5 Determining Alternative Strategy	107
4.6 The Strategy Comparison	109
CHAPTER 5 CONCLUSION AND RECOMMENDATION	110
5.1 Conclusion	110
5.2 Recommendation	111
Bibliography	113
APPENDICES	115