

DAFTAR PUSTAKA

- Armstrong, G., Kotler, P (2008) *Strategic Management, 10th ed.*, New Jersey: Prentice Hall
- Cooper, Donald R.. 2014. *Business Research Methods*. London: McGraw-Hill
- David, Fred R.. 2011. *Strategic Management: Concepts and Cases, 13th Edition*. New Jersey: Prentice Hall.
- David, Fred. (2015). *Strategic Management: Concepts and Cases : A Competitive Advantage Approach, 15th Edition*. New Jersey: Pearson
- Departemen Perindustrian. (2012). *Gambaran Sekilas Industri Kakao*. Jakarta.
- Nejad, Mahsa Beidokhty, dkk. (2011). *Applying Topsis And Qspm Methods In Framework Swot Model: Case Study Of The Iran's Stock Market*. Australian Journal of Business and Management Research Vol.1 No.5
- Pearce II, John A. & Robinson Jr, Richard B. (2003). *Strategic Management: Formulation, Implementation And Control*, McGraw-Hill Irwin, Eight Edition, New York.
- Porter, M. E. (2008). "The Five Competitive Forces That Shape Strategy," Harvard Business Review, Vol 86, no 1, pp. 161-80.
- Rangkuti, Freddy (2010), *Analisis SWOT Teknik Membedah Kasus Bisnis: Reorientasi Konsep Perencanaan Strategis untuk Menghadapi Abad 21, 4th ed.* Jakarta : Penerbit PT Gramedia Pustaka Utama.
- Rifin, Amzul. (2013) . *Competitiveness of Indonesia's Cocoa Beans Export in the world Market. International Journal of Trade*, Volume 4 No.5
- Thompson, Arthur A., dkk. 2016. *Crafting and Executing Strategy, Concepts and Cases., 19th Ed.* New York : Mc Graw Hill.
- Yin, R. K. (2014). *Case study research: Design and methods* (5th ed.). Thousand Oaks, CA: SAGE. New York



Zulkarnain, A. (2018). *Analysis of IFE, EFE and QSPM Matrix on Business Development Strategy*, IOP Publishing