

ABSTRACT

Business Strategy Implementation Plan at CV. Kalingga Jati Furniture Uses a Balanced Scorecard

This research was conducted to determine the planned business strategy implementation that will be carried out by CV Kalingga Jati Furniture using the Balanced Scorecard. The background of this research was carried out because so far there has been no application of business strategies and evaluations carried out by the company in a balanced manner from four perspectives namely finance, customers, internal business processes and learning and growth processes. The method used in this study uses qualitative methods with a business plan approach. The results of data analysis found that improvements need to be made starting from improving the company's vision, mission and goals, to improving performance from four perspectives namely financial perspective, customer perspective, internal business process perspective and learning and growth perspective.

Keywords: Balanced Scorecard, Implementation of strategies, Business strategies, CV Kalingga Jati.