

Table of Contents

Title Page	i
Validation Page	ii
Authentication Statement.....	iii
Preface.....	iv
Table of Contents	v
List of Table.....	viii
List of Figure	ix
Abstract.....	x
Chapter I Introduction	1
1.1 Introduction	1
1.2 Problem Formulation.....	15
1.3 Research Question	18
1.4 Research Objective.....	19
1.5 Research Benefit.....	19
1.6 Research Scope.....	20
1.7 The Writing Systematic	21
Chapter II Literature Review	22
2.1 Theoretical Background	22
2.1.1 Strategic Management.....	22
2.1.2 Strategic Control and Evaluation	24
2.1.3 Generic Strategy.....	26
2.1.4 Internal and External Analysis	28
2.1.5 Financial Performance and Strategy Performance	29
2.1.6 Quantitative Strategic Planning Matrix (QSPM)	30

2.2 Previous Research Studies.....	31
2.3 Research Model.....	32
Chapter III Research Methodology.....	34
3.1 Research Design.....	34

3.2 Method of Data Collection	34
3.3 Research Instrument	35
3.4 Data Analysis Method	36
3.5 Case Profile	41
3.5.1 Company Profile	41
Chapter IV Results and Discussion	43
4.1 Analysis of Property Management Business Strategy Performances Evaluation	43
4.1.1 Learning and Growth Aspect	44
4.1.2 Internal Business Process Aspect.....	45
4.1.3 Customer Aspect	46
4.1.4 Financial Aspect.....	48
4.1.5 Balanced Scorecard Analysis.....	50
4.1.6 Strategic Initiative for Corrective Adjustment as BSC Analysis ..53	
4.2 Analysis of Internal and External Factor.....	55
4.2.1 Internal Factor of Company’s Property Management Business ..55	
4.2.2 External Factor of Company’s Property Management Business ..57	
4.2.3 Internal Factor Evaluation (IFE) Matrix	58
4.2.4 External Factor Evaluation (EFE) Matrix	62
4.3 Analysis of Potential Strategic Initiative for Corrective Adjustment..66	
4.4 Discussion	71
Chapter V Conclusion and Recommendation	75
5.1 Conclusion.....	75
5.2 Recommendation.....	78
5.3 Research Limitation	79
References	80
Appendix	83