

TABLE OF CONTENTS

Title	i
Approval Page	ii
Declaration of Originality	iii
Acknowledgement.....	iv
Table of Contents	vi
List of Tables.....	viii
List of Figures	xi
List of Appendixes	xii
List of Abbreviations.....	xiv
Abstract	xvii
<i>Intisari</i>	xviii
CHAPTER I INTRODUCTION.....	1
1.1 Background.....	1
1.2 Problem Formulation	8
1.3 Research Question	9
1.4 Objective.....	10
1.5 Benefit.....	10
1.6 Research Scope and Limitation	11
1.7 Outline	11
CHAPTER II LITERATURE REVIEW	13
2.1 Resource-Based View.....	13
2.2 Core Competence.....	15
2.3 Value Chain Analysis	17
2.4 Strength and Weakness (SWOT Analysis).....	20
2.5 Sustainable Competitive Advantage.....	21
2.6 Porter's 5 Forces	23
2.7 Key Success Factor.....	26
2.8 Business Model.....	27
2.9 Strategy Diamond	28

CHAPTER III METHODOLOGY	31
3.1 Research Design	31
3.2 Research Subject.....	33
3.3 Research Tool and Instrument	34
3.4 Method of Data Collection	36
3.5 Analytical Framework	36
3.6 Company Profile.....	38
CHAPTER IV ANALYSIS	51
4.1 Industry Analysis	51
4.1.1. Threat of New Entrants	52
4.1.2. Bargaining Power of Suppliers	64
4.1.3. The Power of Buyers	73
4.1.4. The Threat of Substitutes	82
4.1.5. Rivalry Among Existing Competitors	85
4.2 Key Success Factor	95
4.3 Value Chain Analysis	97
4.3.1 Primary activities.....	98
4.3.2 Support(ing) activities	116
4.4 Identification of Strength and Weakness	130
4.5 Categorization of Company's Strengths and Weaknesses into Resource, Competence, or Capability	142
4.6 Assessment of Company's Strengths and Weaknesses for Competitive Advantage	145
4.7 Assessment of Company's Sustained Competitive Advantages for Core Analysis	150
4.8 Evaluation of Company's Strategies	153
CHAPTER V CONCLUSION	159
5.1. Conclusion	159
5.2. Limitation	161
5.3. Suggestion	161
Bibliography.....	163
Appendix	168