

## REFERENCES

- Akeem, A., & Edwin, M. (2016). *Vision and Mission in Organization : Myth or Heuristic Device ? The International Journal of Business and Management*, 4(3), 127–134.
- Badan Pusat Statistik. (2021). *Industri Besar dan Sedang : Konsep. Badan Pusat Statistik*, 1.
- Bisnis, P. P., & Andra, K. D. (n.d.). *Universitas Esa Unggul Yayasan Paradise ( Sky Garden )*.
- Candra, S. (2013). Aplikasi Model Lima Kekuatan Porter pada Restoran Drupadi. *Binus Business Review*, 4(1), 398–404. <https://doi.org/10.21512/bbr.v4i1.1387>
- David, R. F. (2016). *Managemen Strategik. Buku I*, 12–30.
- Dr. Alka Jain. (2015). SWOT Analysis in Thirukkural: *Comparative Analysis with Humphrey SWOT Matrix*. *IOSR Journal of Business and Management (IOSR-JBM)*, 17(1), 31–34. <https://doi.org/10.9790/487X-17123134>
- Gide, A. (1967). Understanding Michael Porter. In *Angewandte Chemie International Edition*, 6(11), 951–952.
- Grant, R. M. (2010). *SM MODULE TEXT BOOK: Contemporary Strategy Aalysis. In Concepts, Techniques, applications (Vol. 4)*.
- ISO/IEC 17025. (2017). *INTERNATIONAL STANDARD ISO / IEC competence of testing and calibration. International Organization for Standardization, 2017*, 1–38.
- Konsumen, P. (1999). Undang-Undang Republik Indonesia Nomor 8 Tahun 1999 Tentang Perlindungan Konsumen Dengan. *Peraturan Pemerintah Republik Indonesia Nomor 26 Tahun 1985 Tentang Jalan, 2003(1)*, 1–5.
- Osterwalder, A., Pigneur, Y., Bernarda, G., & Smith, A. (2014). *Value Proposition Design*. New Jersey: John Wiley & Sons, Inc.
- Papulova, Z. (2014). *The Significance of Vision and Mission Development for Enterprises in Slovak Republic*. *Journal of Economics, Business and Management*, January 2014, 12– 16. <https://doi.org/10.7763/joebm.2014.v2.90>
- Porter, Michael E. 1990. *The Competitive Advantage of Nations*. The MacMillan Press Ltd. Prabangkara, Anggit. et al., (2021). IMPLEMENTATION OF OPERATIOANAL STRATEGY BUSINESS IN PT MARITIM INDUSTRI INDONESIA (MARINA). *American International Journal of Business Management (AIJBM) Volume 4, Issue 08 (August-2021), PP 178-183*.
- Pusat, B., Provinsi, S., & Barat, J. (2018). *Besar Dan Sedang Besar Dan Sedang Jawa Barat 2018*.
- Setiyawati, E., Saputra, A., & Indradewa, R. (2021). Strategic Formulation Analysis to Build a New Business Startup “Jamu Partnership” in Indonesia. *International Journal of Research and Review*, 8(8), 568–576. <https://doi.org/10.52403/ijrr.20210876>