

TABLE OF CONTENTS

| | Page |
|---|------|
| ACKNOWLEDGEMENTS | i |
| TABLE OF CONTENTS | ii |
| CHAPTER 1. INTRODUCTION | 1 |
| A. Background of Study | 1 |
| B. Statement of Problem | 2 |
| C. Research Objective | 2 |
| D. Research Method | 3 |
| CHAPTER 2. THEORETICAL FRAMEWORK | 5 |
| A. Strategic Management | 5 |
| B. Reference Which Is Related To The Case | 13 |
| CHAPTER 3. COMPANY BACKGROUND | 28 |
| A. History and company profile | 28 |
| B. Mission And Objectives | 36 |
| CHAPTER 4. STRATEGIC ANALYSIS | 38 |
| A. Environment | 38 |
| a. General environment | 38 |
| b. Industry and International | 39 |
| B. Internal factors | 45 |



| | |
|--|----|
| a. Production and Operation Management | 45 |
| b. Marketing Management | 46 |
| c. Finance and Accounting | 46 |
| d. Organization and Personnel | 47 |
| | |
| CHAPTER 5. STRATEGY ASSESSMENT | 51 |
| A. General strategy | 51 |
| a. The Implementation of CP Analysis | 51 |
| b. The Implementation of TOWS Analysis | 52 |
| c. The implementation of IE Analysis | 53 |
| d. The implementation of GAP Analysis | 54 |
| e. The Implementation of SPACE Analysis | 55 |
| B. Strategy Alternative | 60 |
| C. Strategy Variation | 63 |
| C. Strategy Choice | 64 |
| | |
| CHAPTER 6. CONCLUSION AND RECOMMENDATION | 66 |
| A. Conclusion | 66 |
| B. Recommendation | 69 |
| | |
| REFERENCES | 72 |