TABLE OF CONTENTS

PAGE

ŧ

Chapter	I. INTRODUCTION	1
~	1.1. Background	1
	1.2. The objectives of the study	3
	1.3. Problem's identification	3 3
	1.4. Limitation of the study	4
	1.5. Research methods and systematic analysis	5
Chapter	II. THEORETICAL FRAMEWORK	6
•	2.1. Marketing	6
	2.2. Marketing of Services	10
	2.3. Financial statement analysis	12
	2.3.1. Liquidity	15
	2.3.2. Leverage	16
	2.3.3. Activity	18
	2.3.4. Profitability	20
	2.4. Analysis of the possibility of business failure	23
Chanter	III. OVERVIEW OF THE INDUSTRY AND COMPANY	25
Chapter	3.1. General development of industrial services	25
	3.2. Company's background	28
	3.2.1. The Decline of Oil Prices	31
	3.2.2. Back to Basic	32
	3.2.3. Organization Structure	41
	3.2.4. S.W.O.T. Analysis for PT. Titis Sampurna	43
	3.2.5. Marketing	46

Chapter	IV. FINANC	IAL ANALYSIS	S AND EXAM	IINATION OF
---------	------------	--------------	------------	-------------

	PT. TITIS SAMPURNA	51
	4.1. Horizontal and vertical analysis	51
	4.1.1. Horizontal and vertical analysis of the balance sheet	51
	4.1.2. Horizontal and vertical analysis of the income statement	60
	4.2. Financial ratio analysis	64
	4.2.1. Liquidity ratio	65
	4.2.2. Profitability ratio	68
	4.2.3. Ownership ratio	75
	4.3. The Evaluation of the Possibility of Business Failure Occurrence	
	using Multiple Descriminant Analysis	82
Chapter	V. SUMMARY	85
	5.1. Conclusion	85
	5.2. Recommendation	87
BIBLIO	GRAPHY	89
APPEND	OIX CONTRACTOR OF THE PROPERTY	90
BIOGRA	PHICAL DATA	

LIST OF TABLE

- 1. The account receivables of PT. Titis Sampurna (1990-1992)
- 2. The tax payable of PT. Titis Sampurna (1990-1992)
- 3. The name of shareholders PT. Titis Sampurna
- 4. The vertical analysis of PT. Titis Sampurna's balance sheet (1990-1992)
- 5. The vertical and trend analysis of PT. Titis Sampurna's balance sheet (1990-1992)
- 6. The horizontal analysis of PT. Titis Sampurna balance sheet (1990-1992)
- 7. The vertical and trend analysis of income statement (1990-1992)
- 8. The horizontal analysis of income statement (1990-1992)
- 9. Sales figure for years inded December 31,1991 and 1992
- 10. Cost of goods sold for years inded December 31,1991 and 1992
- 11. Computation of Current Ratio (1990-1992)
- 12. Computation of Average Account Receivable Turnover (1990-1992)
- 13. Computation of Average Collection Period (1990-1992)
- 14. Computation of Cash Ratio (1990-1992)
- 15. Computation of Profit Margin (1990-1992)
- 16. Computation of Gross Profit Margin (1990-1992)
- 17. Computation of Assets Turnover (1990-1992)
- 18. Computation of Return on Investment (1990-1992)
- 19. Computation of Rate of Return on Equity (1990-1992)
- 20. Computation of Time Interest Earned Ratio (1990-1992)
- 21. Computation of Earning for share on common stock (1990-1992)
- 22. Computation of Debt to Equity ratio (1990-1992)
- 23. Analysis of profitability using debt capital in 1990
- 24. Analysis of profitability using debt capital in 1991
- 25. Analysis of profitability using debt capital in 1992
- 26. Computation of Book Value for share (1990-1992)
- 27. Computation of Dividend payout ratio (1990-1992)
- 28. Computation of Z value using MDA (1990-1992)
- 29. Summary of Financial Ratio (1990-1992)