

TABLE OF CONTENT

SHEET OF APPROVAL	ii
SHEET OF AUTHENTICATION	iii
PREFACE.....	iv
ABSTRACT.....	vi
TABLE OF CONTENT	vii
LIST OF TABLE	x
LIST OF FIGURE	xii
CHAPTER I: INTRODUCTION	1
A. Background	1
B. Identification and Limitation Problems	6
1. Identification Problems	6
2. Limitation Problems	6
C. Objective Research.....	6
D. Benefit Research	7
E. Systematic Writing	7
CHAPTER II: LITERATURE REVIEW.....	9
A. Understanding Management strategic.....	9
B. Strategic Management Process.....	10
C. Environmental Analysis of the Company.....	10

D. Alternative Strategy	15
E. Evaluation Strategy	17
F. Research Accomplished.....	17
G. Research Framework.....	20
CHAPTER III: RESEARCH METHODS	21
A. Place and Time Research	21
B. Types and Research Approach	21
C. Data Sources.....	22
D. Methods of Collecting Data	22
E. Method Analysis Data	22
F. Operational Variable Definition	32
CHAPTER IV: RESEARCH LOCATION OVERVIEW	33
A. The Background Company	33
B. Vision and Mission Company	35
C. Objective the Company	36
D. Corporate Strategy	36
E. Corporate Value.....	37
F. Corporate Governance PT. Fast Food Indonesia Tbk.....	37
G. Work Ethic	38
H. Business Ethics	39
I. Structure Organization.....	39

CHAPTER V: DATA ANALYSIS	41
A. Internal Environment	41
B. External Environment	59
C. SWOT Analysis.....	77
D. Alternative Strategy	82
E. Evaluation Strategy	88
CHAPTER VI: CONCLUSION AND SUGGESTION	89
A. Conclusion	89
B. Suggestion	90
REFERENCES.....	92