

# PERFORMANCE PLAN AND ASSESSMENT OF ROTI CERIA BUSINESS THROUGH BALANCED SCORECARD METHOD

**Dewi Permatasari Riantika**  
Agro-Industry Management Study Program  
Department of Agribusiness Management

## **ABSTRACT**

*Business competition which is getting tighter forces every company to do some changes for the sake of improvements so that they could win the competition. To win such business competition, a company must be able to formulate and perfect their business strategy so that it can be observed how good the effectiveness of applying the strategy is. Therefore, a company needs to measure their business performance.*

*A proper measurement of performance which measures a performance of a company is Balanced Scorecard. Balanced scorecard is a measuring tool measuring a performance of a company based on 4 perspectives, namely financial perspective, consumer perspective, internal business process perspective, and the perspective of learn and grow.*

*The research is aimed at knowing how the performance of Roti Ceria company is if measured by using Balanced Scorecard method. This research also used descriptive method. Kinds of data used were primary and secondary data. The procedure of data collection used was interview, questionnaire, and observation.*

*Overall, the result of assessing the performance by using Balanced Scorecard method in Roti Ceria company showed a very healthy result. This was shown by the result of assessment on each perspective where financial perspective was in a very healthy condition with a total performance score 84.99%, clients perspective was in a very healthy condition as well with total performance score 74.08%, internal business process perspective was in a very healthy condition with total performance score 79.99%, learning and growing perspective was in a very healthy condition with a total performance score 86.07%.*

**Key Words:** *Strategy, Performance Assessment, Balanced Scorecard.*