

**THE ACHIEVEMENT EVALUATION OF COMPANY'S  
PERFORMANCE MEASUREMENT USING BALANCE  
SCORECARD CASE STUDY IN PT. F**

**BY :**

**Tri Ratna  
43210120094**

***ABSTRACT***

*This research was about effectiveness of the Balance scorecard application in a pharmacy company. The purpose of this research is how to know the effectiveness the role of Balance scorecard in measuring the company's performance in 2011-2012 in term of four perspective such: Financial, Customer, Internal Process and Learning and growth. This research was using of the deskriptif kuantitatif comparative.*

*The result of this research will be shows that the overall decline in achievement compared to the set target but when seen from the company's vision BSC has successfully helped companies in the process of monitoring and improvement in internal process perspective.*

*Keyword : Balance Scorecard, Performance measurement, achievement.*