

**ANALYSIS THE POSSIBILITY OF APPLICATION BALANCE
SCORECARD AS A PERFORMANCE MEASUREMENT SYSTEM IN
MULTI LEVEL MARKETING(MLM), CASE STUDY PT. PALOMA
SHOPWAY**

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ABSTRACT

This thesis discusses about analysis the possibility of application Balance Scorecard as a performance measurement system in Multi Level Marketing (MLM), case study PT. Paloma Shopway. Data collected through direct survey at PT. Paloma Shopway. By was documentation and observation. And data analysis in quantitative descriptive done to analyze the data obtained based of the number, percentages and average for the four perspectives that exist in the concept of Balance Scorecard that includes the financial perspective, customer perspective, internal business perspective, and learning & growth perspective. The result of reviews Balance Scorecard at PT. Paloma Shopway in the year 2010 is generally performing is good.

For the measurement of performance has been measured using four perspectives: (a) the financial perspective (b) the customer perspective (c) internal business process perspective (d) learning and growth perspective are as follows:

1. Financial Perspektive

In terms of net profit PT. Paloma Shopway increased from year to year. and based on the liquidity ratio of PT. Paloma Shopway looks good that is for current ratio of 108.44% and a quick ratio of 74.25%. indicate the existence of a company's ability to meet short-term liabilities. Operating margin, in the year 2010 increased of 6.05% . TATO while in 2010 decreased by 138.19%. it's mean in 2010 that reduced the use of assets for the purposes of the company. Viewed from profitability ratios, return on assets increased by 8.41% in 2010

2. Customer Perspective

The company succeeded increase members from year to year . In 2010 PT. Paloma Shopway already has 7000 members and managed to keep the member length. from the results of questionnaires distributed is found that for product quality, product price, company image and customer claims handling and customer service to get satisfactory results from the customer.

3. internal business process perspective

In terms of innovation PT. Paloma has been able to add products that are sold and expand its market share down to Southeast Asia. For the settlement process from order to delivery is PT. Paloma has not so efficient in the use of his time.

4. learning and growth perspective

In terms of loyalty, job, relationship with supervisor, training and human resource development, and working environment is considered satisfactory by the PT. Paloma Shopway. Thus the relationship of PT. Paloma Shopway with their employees well enough but had to be increased again

Keyword : Balance Scorecard, Company Performance