

## **ABSTRACT**

*Company's current condition in the middle of a revolutionary transformation. Industrial age competition shifted to the information age competition. To achieve competitive success, the environment requires an information age of new capabilities to the company's manufacturing and services. Company's ability to mobilize and exploit intangible assets to be far more decisive than investing and managing physical assets are tangible. With the Balanced Scorecard approach the company will be able to achieve above average corporate performance - the average competitor. With the four perspectives in balance scorecard: financial perspective, customer perspective, internal process perspective and learning and growth perspective, the company is expected to be able to better see the tight connection of the strategy map and description of causal relationships from objective - the strategy objectives. From exposure above the research objectives of the company are: 1) Develop a corporate plan. 2) Analyzing the implementation plan based on the company's Balanced Scorecard. 3) Measure the performance of the company with Balance Scorecard. From the results of analysis and discussion of the internal factor score of 2.7 and an external factor score 2.95. Overall analysis of business activities the company has sufficient resources in today's business competition seen from internal and external factors, while for the future the company should develop strategic plans to improve the company's existing resources. The results of a SWOT analysis there are three strategies that must be owned companies to compete are: 1) boost market share, 2) maintain good relation with customers, 3) boost human resources. While the results of performance measurement as a whole the company from the financial perspective with a score of 3, the customer perspective with score 3, the internal process perspective to score 2.5 and learning and growth perspective with score 2.4. the company's overall performance score of 2.73 obtained so that the company included in the category quite well in implementing the strategy.*

*Keywords: performance measurement, Balanced Scorecard*