

ABSTRACT

One of the goals of ASEAN Economic Community to improve competitiveness. Competitiveness is the key for national economic growth, it is necessary for improvement of competitiveness especially in Small and Medium Enterprises (SMEs) sector.

This research was to determine the IC, the position of the IC component (IC portofolio management) and to determine the formulation of strategy from the results of IC on SMEs at Textile Products Cigondewah Industry Center.

The data used at this research was primary data, while the method of data collection throught interviews, observation, documentation and self assessment. Techniques Analysis use the Intellectual Capital Statement (ICS) as a tools to describe and evaluates the IC, with QQS (Quantity, Quality, Systematic) assesment and impact factor. Then the results of analysis will be shown by IC management portofolio.

Based the results of the research, in order to achieve purpose of business strategy and has a competitive advantage Textile Products Cigondewah Industry Center need to carry out acts of management systematic and entrepreneurs need to expand related to the use of technologies such as the use of computers, website, internet for facilitate process of business.

Keywords: Intellectual Capital, Intellectual Capital Statement (ICS), QQS assesment, IC management portofolio, Sentra Industri