

## **ABSTRACT**

*Indonesia is a country that has high economic potential, Indonesia's economic growth cannot be separated from the role of the business people themselves, one of which is by establishing a family business. Family businesses are usually built to last across generations. Most of the reasons for business failure are due to the inability of the next generation of business owners to prepare for succession planning and the family business does not have a long term strategy and the company does not have sufficient knowledge of processes and planning. This study aims to find out how the succession planning process at PT Kasam is and to find out what factors can help the succession process in PT Kasam's business. The method used in this research is using a qualitative method. This research is based on data that will be obtained from the Board of Directors of PT Kasam. Data collection was carried out using interviews. This study conducted direct interviews with respondents, namely the directors of each subsidiary owned by PT Kasam with structured interview techniques. The activity that is the focus of the researcher is the application of the criteria for prospective successors in family companies based on the ACE-MAN concept which will help the succession process become better if the application of the criteria for the ACE-MAN concept is applied.*

**Keywords:** *family company, succession, successor selection criteria, ace-man, qualitative.*