

CONTENTS

ORIGINALITY STATEMENT SHEET.....	i
APPROVAL SHEET	ii
ABSTRACT	iii
CONTENTS	vii
LIST OF FIGURES	x
LIST OF TABLE	xi
CHAPTER I INTRODUCTION	1
I.1 Background	1
I.2 Problem Formulation	6
I.3 Research Objective.....	6
I.4 Research Benefit	7
I.5 Research Scope	7
I.6 Writing System	7
CHAPTER II LITERATURE REVIEW	9
II.1 Work Performance	9
II.2 Performance Measurement	9
II.3 Concept of Measuring Organization Work Performance.....	9
II.3.1 Performance Prism	10
II.3.2 Integrated Performance Measurement System.....	10
II.3.3 Balanced Scorecard	10
II.4 Comparison Among Performance Measurement Framework	12
II.5 Reason of selecting method	13
II.6 Strength, Weakness, Opportunities, Threat (SWOT).....	14
II.7 TOWS Matrix	14

II.8	Strategic Objective Planning and Strategy Map	16
II.9	Analytical Hierarchy Process.....	16
II.10	Key Performance Indicators.....	19
II.11	Research Positioning.....	20
CHAPTER III RESEARCH AND METHODOLOGY		23
III.1	Conceptual Model	23
III.2	Systematic Problem Solving	24
III.2.1	Initial Research Phase	25
III.2.2	Data Collections Phase.....	27
III.2.3	Data Processing.....	29
III.2.4	Conclusion and Suggestion phase.....	30
CHAPTER IV DATA COLLECTING & DATA PROCESSING		31
IV.1	Research Object	31
IV.1.1	Company Profile	31
IV.1.2	Vision & Mission	32
IV.1.3	Organizational Structure	32
IV.2	Performance Measurement Existing.....	34
IV.2.1	Statement of Corporate Intent (SCI) perspectives	34
IV.3	Analysis of Internal Factors and External Factors	41
IV.3.1	Internal Factors.....	41
IV.3.2	External Factors	43
IV.4	Strategy Formulation.....	47
IV.5	Strategic Objectives Formulations	53
IV.6	Strategy Map.....	57
IV.7	Key Performance Indicator Formulation	61
CHAPTER V ANALYSIS.....		86
V.1	TOWS Matrix Strategic Analysis	86
V.1.1	Financial Perspective	86
V.1.2	Customer Perspective.....	87

V.1.3	Internal Business Process	88
V.1.4	Learning and Growth	89
V.2	AHP weighting and Consistency Test Analysis	89
V.3	Comparison between Performance Measurement Existing and Performance Measurement Suggestion	93
V.4	Measurement Simulation	94
CHAPTER VI	CONCLUSION AND SUGGESTION	95
VI.1	Conclusion	95
VI.2	Suggestion	96
VI.2.1	Suggestion for Company	96
VI.2.2	Suggestion for Further Study	96
BIBLIOGRAPHY		97