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Event	:	FINAL Thesis Defense
Date	:	Tuesday, February 25, 2025 at 11 AM
Student	:	Roni Santoso (23221017)
Title	:	Strategic Management Planning for Long-Term Sustainability of Fast Noodle Restaurant: Evidence in XYZ Restaurant
Thesis Advisor(s)	:	Prof. Dedi Fardiaz & Dr. Samuel PD Anantadjaya
Examiners	:	Prof. Aman Wirakartakusumah & Yulita Susanti, PhD

The collage consists of six screenshots from a Zoom presentation, arranged in a 3x2 grid. Each screenshot shows a Zoom window with a presentation slide and a header bar with participant names. The slides are as follows:

- Top Left:** Slide titled "PT XYZ - Background Company". It lists key points about the company's history, its focus on sustainable development, and its commitment to long-term growth.
- Top Right:** Slide titled "Problem Statement". It discusses the challenges faced by the company, such as increasing competition, changing consumer preferences, and the need for sustainable management.
- Middle Left:** Slide titled "Strategic Management Planning for Long-Term Sustainability". It outlines four main pillars: Sustainable Management, Supply Chain, Marketing, and Human Resource.
- Middle Right:** Slide titled "Research Location". It specifies the research location as XYZ Restaurant, Tangerang, Banten, and lists the data types and phases of the research.
- Bottom Left:** Slide titled "SWOT Analysis Result". It presents a table summarizing the Strengths, Weaknesses, Opportunities, and Threats identified for the company.
- Bottom Right:** Slide titled "IE Analysis - IFZ Score". It displays a table with various financial and operational metrics, including revenue, costs, and profit, along with their respective IFZ scores.



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Comments;

1. Tell me about the **green supply chain management** to focus on the **operational efficiency**. How can the green supply chain management is different from the regular ones that is not so green?



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2. According to **VRIO**, why were the 3 categories; brand recognition & reputation, competitive price and commitment to sustainability, **are these long-term competitive advantage to you or to other people?**
- Is it a long-time for a **number of years in your opinion to look for brand recognition and reputation** for XYZ?
 - Is it for a long-time for **competitive price to be well-known among public?**
 - Is it for a long-time for **sustainability to reach the public toward competitive advantage?**

Brand Recognition & reputation	Yes	Yes	Yes	Yes	Long-term competitive advantage
Competitive price	Yes	Yes	Yes	Yes	Long-term competitive advantage
Commitment to sustainability	Yes	Yes	Yes	Yes	Long-term competitive advantage

3. How to do the “**weight**” in accordance with the CEO, COO, CHCO whereby the competitive prices are 0.07, 0.04, and 0.075, and production efficiency are 0.05, 0.05, and 0.025, and others.

4.1.5 Internal-External (IE) Analysis Result

Table 4.5 IFE Score

Strengths	CEO			COO			CHCO		
	Weight	Rating	Weighted Score	Weight	Rating	Weighted Score	Weight	Rating	Weighted Score
Competitive price	0,07	4	0,28	0,04	4	0,16	0,075	3	0,225
Production efficiency	0,05	3	0,15	0,05	3	0,15	0,025	3	0,075
Commitment to maintaining quality	0,07	4	0,28	0,06	3	0,18	0,0250	3	0,075

4. You said that your assigned quadrant is actually V, which is hold and maintain.
- This is advisable for quadrant V that PT XYZ should avoid high-risk aggressive expansion, but to continue to innovate and improve operational efficiency to maintain competitiveness. **What are the lists of innovations and ways to improve operational efficiency** for PT XYZ?
 - To hold and maintain, PT XYZ needs to hold business sustainability by implementing better production and supply chain efficiency. **How to do that for making sure a better production and supply chain efficiency** for PT XYZ?

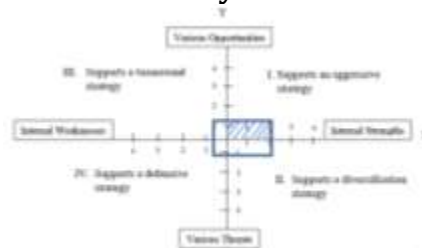


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Research by Hill et al. (2015) emphasizes that companies in quadrant V should avoid high-risk aggressive expansion, but continue to innovate and improve operational efficiency to maintain competitiveness. In the fast-food industry, intense competition from global and local brands requires companies to be more flexible in adjusting their marketing strategies and improving supply chain efficiency to maintain profitability.

Furthermore, the hold & maintain strategy is also in line with PT XYZ's long-term goals for business sustainability. By implementing better production and supply chain efficiencies, the company can reduce dependence on certain suppliers and manage raw material price fluctuations more effectively (Kotler & Keller, 2020). Furthermore, improvements in human resource management,

5. Dealing with the **internal/external vs opportunity/threat** is located the **near zero point**. With this, it is a contradictory with quadrat V as above whereby this is to avoid the high-risk aggressive expansion. **How can you tell accordingly?**



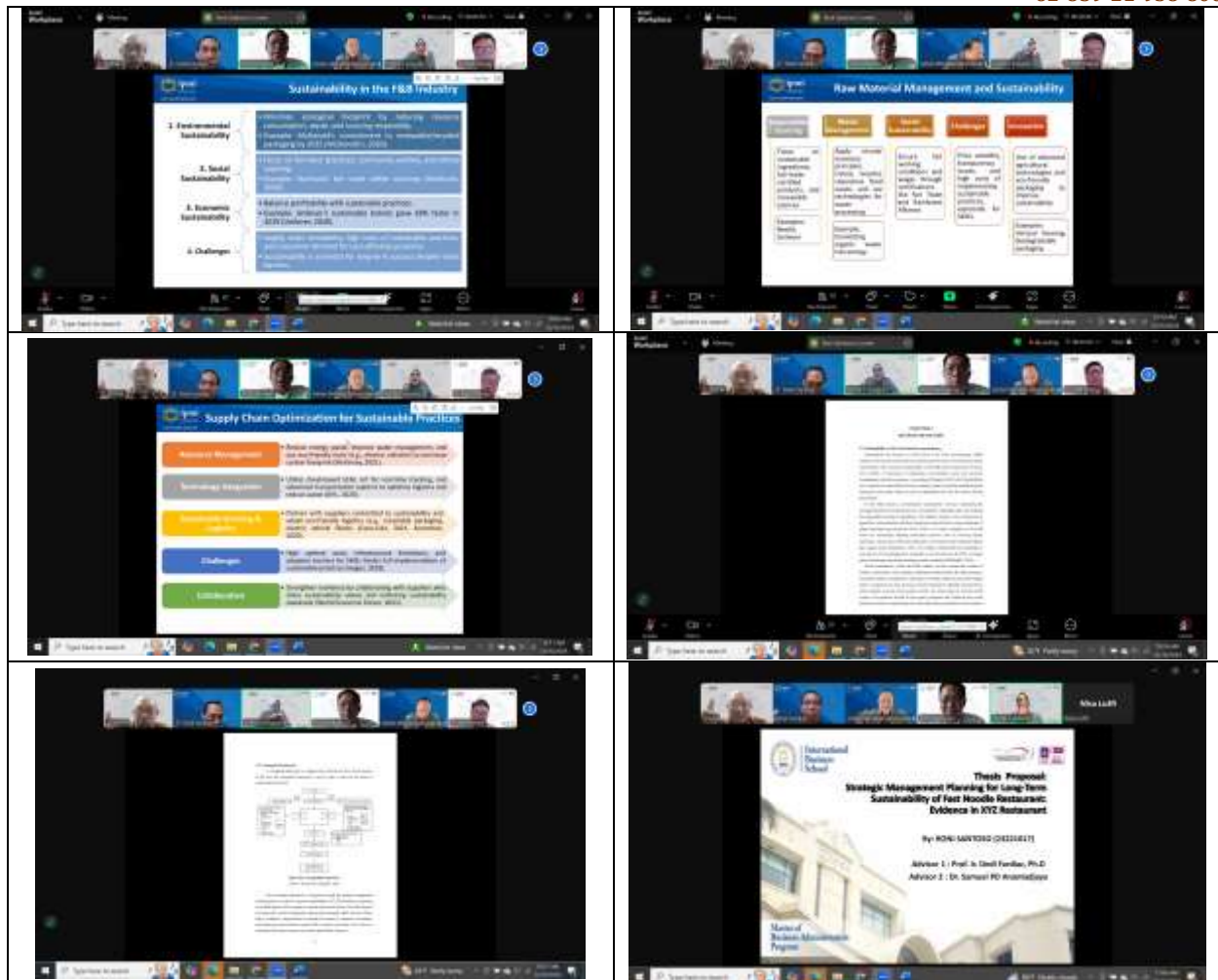
=====proposal thesis defense=====

Event	:	Proposal Thesis Defense
Date	:	Monday, December 16, 2024 at 10 AM
Student	:	Roni Santoso (23221017)
Title	:	Strategic Management Planning for Long-Term Sustainability of Fast Noodle Restaurant: Evidence in XYZ Restaurant
Thesis Advisor(s)	:	Prof. Dedi Fardiaz & Dr. Samuel PD Anantadjaya
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Comments;

1. Why did you have the second interview for HOD & BOD? Was that to allow for quantitative results? Can you tell me about **these quantitative results**?
2. Looking into your expectation, will your results are going to be fall in **within I, II, and IV quadrants to see the “grow and build”** or **will be fall in within VI, VIII, and IX to see the weak** (from IFE) and **low** (from EFE) positions on **page IE analysis**?
3. Looking into your expectation, will your results be in the form of 4 quadrants of **growth, diversification, defensive, or turnaround** strategy on **page SWOT quadrant matrix**?