

ABSTRACT

Rifka Fuzlana, the thesis is entitled : **The Evaluation of Company Performance through implementing Objective Matrix (A Case Study in Elite – Prestige Furniture, Jogjakarta)**, Accounting Department, Faculty of Economics, Islamic University of Indonesia.

In the globalization era, every company included proprietorship company will observe tougher competition. To always survive and stay competitive, company need a good performance measurement system that could help it to know how exactly is its performance's level and make continuous improvement. Traditional measurement system that has already been used in these past decades is not the comprehensive answer anymore.

Few practical people and scientist who are in their own expertise in the real industry-world realized the fact that is time fore industrial community to get involved in creating new models of performance Measurement System, which is embody non financial perspective in them. Those model could bring forward some innovative measurement system. Balanced Scorecard method is one of measurement of company's performance.

The first step of designing the performance measurement system using Balanced Scorecard is transforming vision, mission and strategy of company into few measures and initiatives within their own perspectives . After transforming and designing whole process of Balanced Scorecard, the researcher tried to visualize them with the help of Objective Matrix (OMAX). The result gives company understand which the right priority of improvement that must be done.