

## **ABSTRACT**

*AGUNG GUMILAR. NPM: 161110084. Performance analysis company financial management policy long-term case studies PT Langgeng Makmur Industri Tbk. Under the guidance of Ms. RATIH PUSPITASARI.*

---

*PT Langgeng Makmur Industri Tbk is the company who located in Sidoarjo, East Java and moves in the consumption sector mainly in the field of plastic household appliances, cooking utensils, woven bags, polyvinyl chloride (PVC) pipes and plastic sacks.*

*The data used this study is quantitative data with secondary data sources analyzed by method of SWOT analysis and financial ratio analysis. SWOT analysis is used to assess the level of excellence and weakness of the company internally as well as externally and to seek the right strategy for the company progress. The financial ratio analysis is used to asses the overall management performance of the company in every case.*

*By using the analysis above, it can be known that the company experienced a very large industrial pressure because the industrial sector began to experience a slowdown in the global economy due to declining purchasing power caused by increasing prices of oil-based commodities and a slowdown in investment.*

*The future of company still possible to survive with business diversification by utilizing the assets and capital owned by the company. Overall, the company is still slightly better than its competitors, although not the best*

*Keywords: SWOT, Financial Ratios.*