

SUCCESSION STRATEGY PLANNING IN THE FAMILY BUSINESS:

A case study of Bakpia Patuk 75 Yogyakarta

THESIS

Presented as Partial Fulfillment of the Requirements

For the Degree of Sarjana Ekonomi (S1) in Management Program

Faculty of Economics Atma Jaya Yogyakarta University



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FACULTY OF ECONOMICS

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SUCCESSION STRATEGY PLANNING IN THE FAMILY BUSINESS:

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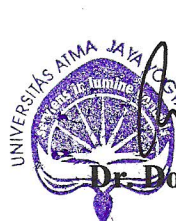
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STATEMENT OF THESIS AUTHENTICITY

I am Wanda Kusumas Tuti hereby declare that I compiled this thesis with the following title:

SUCCESSION STRATEGY PLANNING IN THE FAMILY BUSINESS:

A case study of Bakpia Patuk 75 Yogyakarta

Is really my own thinking and writing. I fully acknowledge that my writing does not contain others' or part(s) of others' writing, except for those that have been cited and mentioned in the references.

Yogyakarta, February 2010

A handwritten signature in black ink, appearing to read 'Wanda Kusumas Tuti', with a stylized flourish at the end.

Wanda Kusumas Tuti

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Praise the Lord, to Father, Jesus Christ and Holy Spirit for all His strength, His generosity, His blessing and His goodness. Because of His light of love and grace, I was given the wisdom to complete this thesis. And I can finish my study at Atma Jaya Yogyakarta University. My best regard only You, Jesus Christ.

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the best city that could give me all the loves, the best memories ever.. I will never forget about Yogyakarta.

The writer realizes that there are maybe some mistakes in this thesis, writer want to apologize the mistakes. Suggestions and comments are very welcome for the improvement of this thesis. Last but not Least, the writer hopes that this thesis can be useful for the readers.

Yogyakarta, February 2010

Wanda Kusumas Tuti

DEDICATION

“Blessed is the man that trust in the LORD, and whose hope the LORD is.”

Jeremiah 17:7

“All the paths of the LORD are mercy and truth unto such as keep his covenant and his testimonies.” Psalm 25:10

“He hath made every thing beautiful in His time: also He hath set the world in their heart, so that no man can find out the work that God make from the beginning to the end.” Ecclesiastes 3:11

“O taste and see that the LORD is good: blessed is the man that trust in him.”

Psalm 34:9

“Strong Faith Can Make Everything is Possible“ by Wanda

This Thesis is dedicated to:

My Savior, LORD, Jesus Christ and Holy Spirit

My Beloved Family

I will always Love You All..

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SUCCESSION STRATEGY PLANNING IN THE FAMILY BUSINESS

(Case study of Bakpia Patuk 75)

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ABSTRACT

The main objective of this thesis is to analyzing the strategies of succession strategy planning that has been done by Bakpia Patuk 75 as a family-owned business and the obstacles in the succession strategy planning in the Bakpia Patuk 75.

The research method used in this research is qualitative research by in-depth individual interview.

The findings of the research state that succession planning is very important in the family business, so the conflict that might be happen between the successors can be prevent or reduce. The owner of Bakpia Patuk 75 has already made some steps of strategy to do the succession planning to make this family business survive although not in the written form.

The strategies consist of some steps, which are owned-managed business, training and development of generation (initiation phase), partnership between generations (selection and education phase), get outside help with the business succession planning, and finally transfer of power to the next generation. The obstacles in this process are different opinions among the family members, jealousy/rivalry toward successor, clients or suppliers do not trust or have confidence with the potential successor and fear of change.

Keywords: succession planning, family business, in-depth interview.

