

CHAPTER VI

CONCLUSION AND SUGGESTION

This chapter consist of conclusion and suggestion of report. The conclusions are based on the purpose of report writing as a result of the research conducted. While the suggestion that can be used as input for the company and for further research.

6.1 Conclusion

After conducting the research about evaluation of UPH Bungus Agro performance, the conclusion that obtained are:

- 1 The performance of Bungus Agro is poor with the final value of 2,35675. The poor performance is due to the low performance of indicators that have a high level of importance. After the measurement, there are some main performance to be improved, such as level of profit (KPI O-1), level of demand (KPI O-2), level of revenue (KPI O-3), percentage of marketing cooperation accepted (KPI O -8), percentage of loyal customers (KPI E-2), and total order of raw materials (KPI S-1).
- 2 Improvements to the proposals that can be made based on the priority are establishing cooperation with the chocolate-based food processing industry in Padang City as a supplier of cocoa powder and cocoa butter, developing UPH Bungus Agro location as central of cacao processor and cacao agro tourism in Padang City, adding retail market in public location, and improving the promotion in its intensity and its substancy.

6.2 Suggestion

Suggestion after conduct this report are:

- 1 UPH Bungus Agro can prepare an improvement plan based on the proposals given.

- 2 Further research can examine each of the proposed improvements for UPH Bungus Agro.

