

## **ABSTRACT**

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### ***APPLICATION FIVE PORTER ANALYSIS ON THE EFFECTIVENESS OF SME'S BUSINESS CONTINUITY (CASE STUDY UD REY COLLECTION)***

*The purpose of this writing is that the reader knows that the use of the Five Porter Analysis can determine the effectiveness of a business being run. The methods used in this writing are interviews and literature studies. Interviews were conducted to find out the real problems faced by one of the SME actors concerned. The result of this research is that the Five Porter Analysis can effectively determine the sustainability of SME businesses and the application of this analysis can also be used in various business scales from SMEs to large companies. The limitation of this research is resource persons who object to showing sales data for this writing so that the analysis of one of the Five Porter Analysis is limited. This research can be useful for SME entrepreneurs to find out whether their business continuity is effective enough and to find out the right strategy to develop their business.*

*Keywords : Accounting, Five Porter Analysis, MSME*