

## Strategi keuangan PT. Summarecon Agung TBK. analisis corporate action tahun 2004-2013 = PT. Summarecon Agung TBK. financial strategy analysis of corporate action year 2004-2013

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### Abstrak

[<b>ABSTRAK</b><br>

Industri properti adalah sebuah industri yang terkait hampir dengan semua jenis industri lainnya. Keunikan lain dari properti adalah sebagai salah 1 kebutuhan dasar manusia. Kedua hal ini membuat industri property dipilih dalam proses pemilihan industri. Pemilihan PT. Summarecon Agung Tbk. sebagai perusahaan yang dianalisis didasarkan pada 3 hal yaitu perubahan profitabilitas perusahaan dari penurunan berturut-turut menjadi kenaikan berturut-turut, keunggulan dibandingkan 2 perusahaan property Tbk besar lainnya yang dipilih sebagai pembanding dalam proses seleksi, dan profitabilitas perusahaan di tahun 2013 yang di atas rata-rata industry. Keunggulan-keunggulan ini telah membuat PT. Summarecon Agung Tbk. menjadi sangat menarik untuk dianalisis, khususnya mengenai strategi korporasi, strategi bisnis, strategi keuangan, dan corporate action yang telah diterapkan oleh PT. Summarecon Agung Tbk. Analisis dan pembahasan ini akan dilakukan terhadap strategi-strategi korporasi dan tindakan-tindakan penting dari SMRA tahun 2004 sampai dengan tahun 2013 yang terbagi atas 4 periode. Kemudian akan dilanjutkan dengan analisis dan pembahasan strategi keuangan yang mencakup pertumbuhan, investasi, pendanaan, operasional, profitabilitas, resiko, kinerja keseluruhan, dan nilai dari PT. Summarecon Agung Tbk. terkait strategi-strategi dan tindakan-tindakan korporasi selama 4 periode tersebut.

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<b>ABSTRACT</b><br>

Real estate industry is an industry that related almost with all kinds of other industries. Another uniqueness of real estate, namely as one of the basic needs of human. Both of these make industrial real estate selected in the industry selection process. Selection PT. Summarecon Agung Tbk. as analyzed company is based on three things: the change of the company's profitability consecutive reduction into consecutive rise, advantages over two other major public real estate company selected as a comparison in the selection process, and the profitability of the company in 2013 were above the industry average. These advantages made PT. Summarecon Agung Tbk. become very interesting to be analyzed, particularly regarding corporate strategy, business strategy, financial strategy, and corporate action that has been applied by PT. Summarecon Agung Tbk. Analysis and discussion will be conducted on corporate strategies and critical actions of SMRA from 2004 to 2013, divided into 4 periods. Then will proceed with the analysis and discussion of the financial strategy that includes growth, investment, financing, operations, profitability, risk, overall performance, and the value of the PT. Summarecon Agung Tbk. related corporate strategies and actions during those periods.;Real estate industry is an industry that related almost with all kinds of other industries. Another uniqueness of real estate, namely as one of the basic needs of human. Both of these make industrial real estate selected in the industry selection process. Selection PT. Summarecon Agung Tbk. as analyzed company is based on three things: the change of the company's profitability consecutive reduction into consecutive rise, advantages over two other major public real estate company selected as a

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