

## **ABSTRACT**

*The role of family companies in the economy in Indonesia has a big role. According to a survey that has been conducted in several studies, it is also said that many family companies fail to pass up to three successions. The purpose of this study is to identify and analyze the factors that have an impact on the company's strategic planning so as to create a competitive advantage. This study analyzes the factors that influence the company to survive up to the third generation, and are able to formulate strategic plans that can excel in the competition.*

*This study uses a qualitative method with a case study approach as a research tool. The analysis of the results of the information results then mapped the factors that appear and then builds the development of a soft model of the factor mapping. The interview process involves the third generation as a succession to the previous generation, employees who have worked from the previous generation and employees who work in the third generation.*

*The results showed that there are four factors that influence strategic planning that can make the company survive into the third generation. The four factors are managerial factors, organizational culture, strategic planning and company performance.*

**Keywords:** *succession, competitive advantage, strategic planning, strategic planning factors, qualitative methods.*