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***ABSTRACT***

*By using Balanced Score Card and Importance Performance Analysis, this research is trying to help Bandeng Duri Lunak Juwana to increase its competitive advantages. Using Balanced Score Card method, this research is trying to determine the management prespective view of their own performance, while Importance Performance Analysis is used to look for customers point of view about what they are expecting and what they get from Bandeng Duri Lunak Juwana.*

*Combining the result of two methods will expectally able to help Bandeng Duri Lunak Juwana to gain more advantages as it will help them to have better competitive advantages. This research will be undergoing as qualitatives research as this research based on phenomenal gap happened at Bandeng Duri Lunak Juwana. As this research purpose is to trying to solve the problem about sales decrease over time.*

*Keywords: balanced score card, importance performance analysis, and competitive advantage.*