

DAFTAR PUSTAKA

- Agriphina, A. (2018, Mei 6). *Capex VS Opex: Pro dan Kontra Bagi Budgeting IT*. From <http://blog.lintasarta.net>: <http://blog.lintasarta.net/article/capex-vs-opex-pro-dan-kontra-bagi-budgeting-it/>
- Anam, Mishbachul (2017). *Analisis Penerapan Pembiayaan Jual Beli Barang Produktif di BMT Mitra Muamalat Kudus*. Diploma thesis, STAIN Kudus
- Andersen, M. M., & Poulfelt, F. (2014). *Beyond Strategy: The Impact of Next Generation Companies*. New York: Routledge.
- Ariyani, W., Daryanto, A., & Sahara. (2018). *Operationalization of Internal Analysis Using the VRIO Framework: Development of*. Asian Business Research Journal Vol. 3, No. 1, 9-14, 2018, 10.
- Arikunto, Suharsimi. (2006). *Prosedur Penelitian Suatu Pendekatan Praktek*. Jakarta: PT Renika Cipta
- Barrow, Colin and Barrow, Paul and Brown, Robert. (2009). *The Business Plan Workbook, The Definitive Guide to Researching, Writing up and Presenting a Winning Plan*. Kogan Page
- BPS. Statistik Sosial Budaya. (2015). Retrieved from Website Badan Pusat Statistik:
<https://www.bps.go.id/publication/2016/09/01/1a15592c39b53b9ed5ff5d70/statistik-sosial-budaya-2015.html>
- Bungin, Burhan. (2001). *Metode Penelitian Kualitatif*. Jakarta: PT Raja Grafindo Persada
- Cremades, A. (2018, September 23). forbes. From www.forbes.com:
<https://www.forbes.com/sites/alejandrocremades/2018/09/23/how-to-effectively-determine-your-market-size/#667a5b4213d8>
- Courtney, H. (1998). *What is Business Strategy?* McGill.

- Dalken, F. (2014). *Are Porter's Five Competitive Forces Still Applicable? A Critical Examination concerning the Relevance for Today's Business*. 3rd IBA Bachelor Thesis Conference, University of Twente, 2.
- Farrall, C., & Lindsley, M. (n.d.). *The Marketing Mix 1*. Cambridge University Press, 8-27
- Force, U. N.-A. (2003). *Sport for Development and Peace: Towards Achieving the Millennium Development Goals*. United Nations.
- Handjojo, E. S., Syarief, R., & Sugiyono. (2017). *Analisis Kelayakan Bisnis Usaha Teh Papua (Vernonia amygdalina)*. Journal IPB Vol. 12 No. 2.
- Harvard Business School Press, Pocket Mentor. (2007). *Creating a Business Plan*. Harvard Business School Publishing Corporation
- Heriyanto, I. F. (2018). *Analisa Fungsi Manajemen Operasional PT. Cahaya Baru Abadi Jaya*. AGORA Vol. 6, No. 2.
- Hidayat, A. (2017, Desember 16). *Cara Hitung Rumus Slovin Besar Sampel*. From www.statistikian.com: <https://www.statistikian.com/2017/12/hitung-rumus-slovin-sampel.html/amp>
- ISO. (2019, January 11). ISO 26000 and SDGs. Retrieved from www.iso.org: <https://www.iso.org/iso-26000-social-responsibility.html>
- Jillek, M. (2016). *Creating a Business Plan: How to write a business plan*. Kokkola: Centria University of Applied Sciences.
- Johan, S. (2011). *Studi Kelayakan Pengembangan Bisnis*. Yogyakarta: Graha Ilmu
- Jumingan. (2011). *Studi Kelayakan Bisnis*. Jakarta: Bumi Aksara.
- Karim, M. F. (2009). *Strategi Pemasaran Program Studi Administrasi Niaga*. Depok: Universitas Indonesia.
- Kasmir, & Jakfar. (2012). *Studi Kelayakan Bisnis*. Jakarta: Prenadamedia Group.

- Kemenpora. (2015). *Penyajian Data dan Informasi Kepemudaan dan Keolahragaan 2014*. Jakarta: Kementerian Pemuda dan Olahraga Republik Indonesia
- Kemenpora. (2019, January 11). *Penyajian Data Informasi Kementerian Pemuda dan Olahraga Tahun 2009*. Retrieved from Situs Resmi Kementerian Pemuda dan Olahraga: <http://www.kemenpora.go.id/pdf/PENYAJIAN%20DATA%20INFORMASI%20KEMENTERIAN%20PEMUDA%20DAN%20OLAHRAGA%20TAHUN%202009.pdf>
- Kokonya, S. N. (2014). *An Application of Porter's Diamond Model Within Deposit-Taking Microfinance Institutions in Kenya*. Nairobi: University of Nairobi.
- Lee, P. (2017, May 4). *The rising sports tech industry in Asia is attracting international interest*. Retrieved from Tech in Asia - Connecting Asia's startup ecosystem: <https://www.techinasia.com/sports-tech-in-asia>
- Lonately, T. (2019, Maret 28). *Analisis Kelayakan Usaha dan Analisis SWOT*. From <https://www.academia.edu>: https://www.academia.edu/6270281/ANALISIS_KELAYAKAN_USAH_A_DAN_ANALISIS_SWOT
- McKinsey. (n.d.). *How to Write a Business Plan*. McKinsey & Company, Inc.
- Moutinho, L. (2000). *Strategic Management in Tourism*. Glaslow, UK: CAB International.
- Mudjahidin. (2005). *Perencanaan Bisnis; Organisasi, Lingkungan Bisnis, Manajemen, dan Sumber Daya Manusia*. JUTI, 141-146.
- Nazzari, M. (2018). *Nielsen Sports: Top 5 Global Sports Industry Trends*. Europe: The Nielsen Company.
- Nurchahyo, D. (2011). *Analisis Kelayakan Bisnis (Studi Kasus PT Pemuda Mandiri Sejahtera)*. Depok: Universitas Indonesia

- Porter, Michael. (1996). *What Is Strategy?*. Harvard Business Review.
- PwC. (2019, January 11). *Sports Survey 2018*. Retrieved from Welcome to PwC Switzerland: <https://www.pwc.ch/en/insights/sport/sports-survey-2018.html>
- Qastharin, A. R. (2015). *Business Model Canvas for Social Enterprise*. IICIES.
- Qastharin, A. R. (2016). *Business Model Canvas for Social Enterprise*. Journal of Business and Economics Volume 7, No. 4, 629 - 630.
- Ramon Casadesus-Masanell, J. E. (2009). *From Strategy to Business Models and to Tactics*. Boston, Barcelona: HBS & IESE.
- Rangkuti, Freddy. (2004). *Analisis SWOT Teknik Membedah Kasus Bisnis*. Jakarta: Gramedia
- Rastogi, N., & Trivedi, M. K. (2016). *Pestle Technique-A Tool to Identify External Risks in Construction Projects*. International Research Journal of Engineering and Technology (IRJET) Volume: 03 Issue: 01, 385.
- Ricart, J.E., M. Enright, P. Ghemawat, S. Hart, T. Khanna. (2004). *New Frontiers in International Strategy*. Journal of International Business Studies.
- Sarwano, Jonathan. (2006). *Metode Penelitian Kuantitatif & kualitatif*. Yogyakarta: Graha Ilmu.
- Sucipto, A. (2011). *Studi Kelayakan Bisnis*. Malang: UIN-Maliki Press
- Sugiyono. (2012). *Metode Penelitian Bisnis (Pendekatan Kuantitatif, Kualitatif, Dan R&D)*. Bandung: Alfabeta. hlm. 398-399
- Suharsimi, Arikunto. (2010). *Prosedur Penelitian: Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta. hlm. 274.
- Sulaeman, Maarif, M. S., & Affandi, M. J. (2016). *Analysis of Lecturer Strategic planning in Improving Competiveness in University of 45 Mataram*.

International Journal of Scientific and Research Publications, Volume 6, Issue 7, 645-648.

Syamsuddin, L. (2011). *Manajemen Keuangan Perusahaan*. Jakarta: PT Raja Grafindo Persada.

Tohopi, M. R. (2019, Maret 28). *Analisis Kelayakan Bisnis*. From <https://rizqitohopi12.wordpress.com>:
<https://rizqitohopi12.wordpress.com/2014/01/13/analisis-kelayakan-bisnis/>

Polaris. (2018). *Fitness App Market Share, Size, Trends, & Industry Analysis Report By App Type (Fitness and Activity Tracking, Diet and Nutrition); By Device Type (Smartphones, Tablets, Wearable Devices); By Gender; By OS Platform; By Region: Segment Forecast, 2018 - 2020*. New York City: Polaris Market Research.

Pratama, E. B. (2019). *Rencana Bisnis Startup Teknologi Mobile Application Marketing*. Jakarta: Universitas Bakrie.

Thebusinessplanshop. (2019, Juli 7). *How to do a market analysis for a business plan*. From www.thebusinessplanshop.com:
https://www.thebusinessplanshop.com/blog/en/entry/market_analysis_for_business_plan

Ziraga, T. E., & Wandeburi, H. (2015). *Strategic Assessment of Indonesian Furniture Industry*. *Journal of Business and Management* Vol. 4, No.6, 645-646.