THE COMPETITIVENESS INDICATOR OF SMALL BUSINESS IN SURABAYA

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Abstract
At this moment, there are many various model and framework of firm competitiveness have been presented. However, their application is still very low empirically moreover at small business context in Indonesia. This paper is written based on empirical research into 47 small business owners in Surabaya on June-September 2011, trying to reveal the kind of factors and indicators of the small business competitiveness according to the owners perception. The approach which is used in this research based on the framework of Assets-Process-Performance (APP). The validation of APP Framework as the Invention of this Research is expected to be able to use by all small businessman in Surabaya and for the consideration in arrange the strategy to increase small business competitiveness.

Key word: Competitiveness, Small business, Indicator, Factor, APP Framework, model, framework.