

## ABSTRACT

This project aims at searching the information on Management Strategies to be utilized during the economic crisis and its implemented results on 3 sample companies in the same industry.

Management strategies, as significant tools, were applied to all sections of the organization during the economic crisis that affected the whole organization, including organization structure, divisions and/or department structure, working procedure, personnel and all costs involved in operational process of each company.

In order to deal with business activity, in both normal and uncertain situations, effective management strategy is required, in order to handle problems that occur within the organization. Occasionally, management strategy is also applicable to handle external factors that give impact to any level of the organization.

Information gained from 3 sample companies will show you what strategies they have implemented during the crisis, which part of their organization needs to be changed first and why. Moreover this project will create the guideline, future reference and suggestion of the way to handle the crisis for entrepreneurs in either this or the other industries.