

ABSTRAK

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MAKEUP ARTIST BERDASARKAN SWOT

The aim of this study is to analyze the business of Nicole Zhang Makeup Artist. Where Nicole Zhang Makeup Artist providing makeup service with the best quality and best price. To survive as a new commerce in Make Up Artist Industry. Nicole Zhang Makeup Artist provides an affordable price to attract and get new client. Nicole Zhang Makeup Artist using high quality product to avoid irritation of the client's skin. Nicole Zhang Makeup Artist aims to emphasize the convenience of the client and using a good services by giving a home service without providing additional charge. Nicole Zhang Makeup Artist specialty is to draw eyebrow that matches the face shape of the client. The conclusion from this project is to analyze Nicole Zhang Makeup Artist as a proper business to be implemented in real life based on SWOT analysis.

Keywords: *SWOT Analysis, Porters five forces, Marketing Mix.*