

ABSTRACT

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Berdasarkan *Strength, Weakness, Opportunities* dan *Threat*
(SWOT)

This final project report aims to find out how to improve Bali Banana's business development strategy through Strength, Weakness, Opportunities, Threat (SWOT) Analysis. Competition analysis, industry analysis, and consumer needs analysis are used to make marketing, operations and financial plans. The results of the SWOT analysis are listed as a business development strategy for the Key Performance Indicator (KPI). This final project report uses descriptive methods. The business plan has been implemented for ten months (October 2017 - July 2018) and proven to have increased the competitiveness of Bali Banana. This was represented through the sales of Bali Banana which increased significantly for four months (April - July 2018) which was started from April 2018 increasing by 17% of sales in March 2018. The conclusion of this final project was the marketing plan, operating plan, financial plan and KPI has been made capable of increasing brand awareness.

Keywords : SWOT analysis, marketing plan, operating plan, financial plan, Key Resource Indicator