

TABLE OF CONTENTS

STATEMENT OF ORIGINALITY AND PLAGIARISM-FREE PAGE	i
TABLE OF CONTENTS	iii
TABLE OF TABLE	v
TABLE OF PICTURE	vi
CHAPTER 1 Introduction.....	1
1.1. Background	1
1.2. Problem Findings	3
1.3. Objective	3
1.4. Limitations.....	4
1.5. Systematic Writing.....	4
CHAPTER 2 Literature Review.....	5
2.1 Analysis of external environment.....	5
2.2 Industrial Analysis.....	6
2.3 SWOT Analysis.....	8
2.4 Segmentation	9
2.4.1 Targeting.....	10
2.4.2 Positioning	11
2.5 Marketing Mix.....	11
2.6. Business and development plan	12
2.7. Financial Plan	14
CHAPTER 3 Marketing plan.....	16
3.1. Business Description	16
3.2 External Environment Analysis.....	20
3.2.1 Political	20
3.2.2 Economy	20
3.2.3 Social	21
3.2.4 Technology	22

3.2.5 Environmental.....	22
3.3 Industry Analysis.....	23
3.3.1. Porter’s Five Forces.....	23
3.4. Segmentation	25
3.5 Positioning.....	29
3.6 SWOT analysis.....	32
3.7 Marketing Mix.....	34
3.8 Business plan and development	37
3.9 Financial Plan	45
CHAPTER 4 Business Implementation.....	48
4.1 New Menu Variant	48
4.2 Promotions.....	49
4.3 Advertisements	49
4.4 Development	49
4.5 New concept VIP room	49
4.6 Results	49
CHAPTER 5 Conclusion And Suggestion.....	22
5.1 Conclusion.....	22
5.2 Suggestion	22
Reference.....	22