

ABSTRACT

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This final project report aims to find out how to improve Healthy Yummy Nutty's business development strategy through Strength, Weakness, Opportunities, Threat (SWOT) Analysis. This project also uses PESTEL analysis to define external factors which impact Healthy Yummy Nutty. The result is used to determine the marketing strategies used in order to help expand the business. This project also discusses about operating, marketing, 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 twenty four months (January 2019 – December 2020) which discuss about the sales, income, and projection of Healthy Yummy Nutty's growth. The conclusion of this final project was the operating plan, marketing plan, financial plan and KPI has been made capable of increasing brand awareness.

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