

EXECUTIVE SUMMARY

SWOT ANALYSIS REPORT OF HANA TOUR DO DREAM

Dea Nadira
NPM: 1441243

This practice aims to find out the strengths, weaknesses, opportunities and threats (SWOT) contained in the Hana Tour Do Dream travel business, as well as implementing strategies to correct deficiencies in the business. Through this report the author will briefly explain the company under study. Hana Tour is one of the largest travel companies in Korea that has also become worldwide. The Do Dream itself is still under the auspices of the central Hana Tour and was recently founded by one of the Hana Tour employees who had worked for the company for approximately 10 years. There is also a SWOT analysis in this report that has been carried out by the writer after doing work practices for approximately 3 months.

This report consists of the results of a SWOT analysis in detail, a business strategy that is online marketing through blogs on the NAVER platform along with the results of implementation after approximately 3 months of operation.

The results of this practice show that online marketing through a separate blog from the official Hana Tour page to market products to target consumers, especially consumers in the middle to upper age, according to the business owner.

Keywords: *SWOT analisis, Hana Tour, Online marketing*