

## CHAPTER I

### INTRODUCTION

#### 1.1 Background Case

Traveling has been an important part to many people of all ages, and the purpose of travelling has also changed throughout the year not only for leisure but to some people travelling is their source of income by posting their journey to worldwide web. For people at the earlier spectrum of age range, traveling freely has always been the only way of traveling, with simple itinerary consists of travel destinations they compiled after thorough researching of any information regarding the destination they could get hold of from the internet. But for seniors, all of those process could be somewhat of an inconvenience. Thus, travel agents with offered travel packages are their way to go. Do Dream, the branch office Hana Tour offers travel packages with detailed itinerary and some other added services through coupons. The main customer target are middle aged people to seniors, and the issue is it is difficult to reach the target customer to inform them about the products.

The main company Hana Tour is one of the biggest travel agent in South Korea, they have developed mobile application that enables customers to book flights and travel packages through the comfort of their own mobile phones. But Do Dream as the branch has no solid marketing strategy to market the products and keep the business going other than the connection the owner has. In order to create a solid and effective strategy, a thorough SWOT analysis must be conducted on the company. The internal analysis includes pointing out the company's plus points and strength, and the weakness of the company to be improved later on. The external analysis includes finding out

the opportunities this company has to improve the business and threats from competitors or other factors.

### **1.2 Scope of the Problem**

The scope of the problem is to find out the strengths and weaknesses of Hana Tour Do Dream internally and the opportunities as well as the threats to this company externally. Suggestions regarding promotions and marketing to reach targeted customer will also be discussed to improve the business immensely.

### **1.3 Objectives**

Listed below are the objectives of this analysis.

- a. Analysing the current conditions of the company internally; putting the existing strengths to a good use, improving the weaknesses.
- b. Analysing the external environment of the company to find opportunities, enabling the company to improve as well as analysing the threats and how to deal with them.
- c. Reaching the targeted customer and promote the products.

### **1.4 Benefits**

Listed below are the benefits of this analysis:

- a. The result of this analysis can be beneficial for the company since it contains useful informations for the company to improve immensely marketing wise.

- b. This analysis hopefully would be helpful to further expand writer's knowledge as well as gaining experience by directly working under the company.

## **1.5 Systematic Discussion**

Contents of each chapter are described and divided below.

**CHAPTER I : INTRODUCTION**

This chapter contains background, problem research, objectives and benefits of the research, as well as systematic discussion.

**CHAPTER II : LITERATURE REVIEW**

This chapter contains theoretical concepts that will be used as framework to solve the issues during working process.

This chapter will be focused on the literatures used to discuss theories relevant to the problems.

**CHAPTER III : COMPANY OVERVIEW**

This chapter contains the profile of the company of research, includes the history of the company, organizational structure, and daily activities.

**CHAPTER IV : DATA ANALYSIS**

This chapter contains the analysis done on the company, including results and the implementations.

## CHAPTER V : CONCLUSIONS AND SUGGESTION

This chapter contains the conclusion of overall analysis of the company as well as suggestions from writer to the company that can be used later in the future.