

**EXECUTIVE SUMMARY**  
**SWOT ANALYSIS IN ANNA LAUNDRY**

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*Implementation of Job Training is carried out from February to July 2019 at Anna Laundry located in Komp. Cipta Griya No. 3 Batu Aji Batam. The author makes observations by visiting business locations and conducting interviews with business owners and employees. The author found an obstacle, which in this business was promoted based on word of mouth only and only relied on visits from frequently customers. If this continues, then the progress of Anna Laundry has the potential to stagnate or decline.*

*The author uses the method of observation and interviews with business owners and employees in the process of SWOT analysis and preparation of Anna Laundry, and then the authors formulate the problems faced and design an appropriate strategy for Anna Laundry.*

*The author produces a SWOT analysis and devises several effective strategies for the advancement of Anna Laundry business, including the making of a Stampcard, designing periodic promos, promotions through social media and print media (such as brochures and banners), submitting bid letters to hotel businesses and employee messes.*

*Keywords: SWOT Analysis, Promotion, Marketing*