

# UNIVERSITAS INTERNASIONAL BATAM

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*Faculty of Economy  
Department of Management  
Odd Semester 2019/2020*

## **IMPLEMENTATION SWOT ANALYSIS IN GOR BADMINTON BATU BATAM**

**FITY JUSTYN  
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### **EXECUTIVE SUMMARY**

*Practical work has the aim to deal with problems that occur at GOR Badminton Batu Batam. Due to a less strategic location, lack of marketing, and limited capital or resource, the existence of the business is not known to the public. Practical work begins in August 2019 until January 2020. The methods used in the implementation of this practical work are interviews, observation, design and simulation.*

*This activity is useful for increasing strengths and increasing opportunities, as well as avoiding threats and weaknesses that come. The output obtained was the SWOT matrix design at the GOR Badminton Batu Batam.*

*The results of the SWOT matrix design such as the design of member cards for customers that have been collected to the owner of the GOR Badminton Batu Batam, as well as creating a voucher. Finally, there are evaluations through interviews and direct observations that provide evidence that the SWOT matrix is very important for the business.*

*Key words: marketing, SWOT matrix*