

UNIVERSITAS INTERNASIONAL BATAM

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FEASIBILITY STUDY OF BRAVE ACADEMY RELOCATION

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ABSTRACT

This practical work aims to overcome the problems faced by Brave Academy in analyzing and testing the relocation of Brave Academy with the help of SWOT analysis and marketing strategies. Practical Work Activities carried out during the period 01 November 2019 s.d. January 31, 2020. The method used in the implementation of this Job Training is observation, interview, design, and simulation.

This practical work produces an analysis of various aspects of the feasibility study for the relocation of Brave Academy. SWOT analysis to design development strategies. The outputs included the results of the feasibility analysis of the new Brave Academy location, designs for marketing strategies and classrooms that can be implemented by Brave Academy.

The results of the feasibility study include technical and technological aspects, market and marketing aspects, management and human resources aspects, legal aspects and financial aspects and environmental aspects and marketing strategies. The plan was approved by the owner and supported by Brave Academy students.

The Brave Academy relocation plan will be implemented in June 2020 after the lease building contract has begun and the marketing program has begun, although not yet relocated.

Keywords: Feasibility Study, SWOT, marketing, promotion