

**SWOT ANALYSIS IN VEGETARIAN CIHUI DINING HOUSE TO
INCREASE SALES VOLUME**

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ABSTRACT

The implementation of practical work was carried out from 1 October 2019 to 31 January 2020 at the Vegetarian Cihui restaurant located at Windsor Central Block C no. 7-8 Batam Kepulauan Riau. Cihui Vegetarian restaurant was founded in 2018 and is managed by Ms. Xuen-xuen as the owner.

The purpose of this practical work activity is carried out to analyze SWOT at Cihui restaurants to increase sales volume by developing appropriate strategies according to the problems encountered. The methods used during this practical work are observation, interview and design and implementation of the strategy that has been designed.

The SWOT analysis results obtained were then designed in the form of a swot matrix and produced several effective marketing strategies that were able to increase sales volume for the Vegetarian Cihui restaurant. The strategy is the promotion strategy carried out through social media and print media as well as price

Keyword : *SWOT Analysis, Sales Volume*