

UNIVERSITAS INTERNASIONAL BATAM

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APPLICATION OF ANALYSIS SWOT MATRIX DAN PORTER'S FIVE FORCES ON X-TRA JUICE & BURGER IN UNIVERSITY INTERNATIONAL BATAM'S CANTEEN

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ABSTRACT

Author start the internship program towards Small Micro Medium Enterprises (SMME) X-TRA Juice & Burger's business in September 29th 2019 until December 22th 2019. SMME X-TRA Juice & Burger's location is at University International Batam's canteen. This SMME belongs to Mr Eralagha, needs strategic to deal with other small micro medium enterprises which always compete in University International Batam's campus area. Author wants to help owner of SMME X-TRA Juice & Burger in making strategy in order to compete with other SMME.

During implementing this internship, author collects data to do background analysis of SMME X-TRA Juice & Burger. After doing analysis, author apply a strategy so that Mr. Eralagha's business can compete and run much better than before. Problems in implementing the strategy is lack of preparations to run this strategy, so it requires more time to carry out the strategies that made by the author. Which the strategy is SWOT Matrix and Porter's Five Forces. Author thought that this is the best strategy to deal with new rivals in current situation.

Small Micro Medium Enterprises X-TRA Juice & Burger already implemented SWOT Matrix dan Porter's Five Forces that thought and made by author. Author provide social media for SMME X-TRA Juice & Burger to owner so that he can up-to date about every promotions through Instagram, so that all of the customer will know any promotion that being made by SMME X-TRA Juice & Burger. The autor also gives a card that promotes 10 times the purchase of 1 juice, burger, hotdog.

Keywords : *SWOT Matrix and Porter's Five Forces*