



**BUSINESS STRATEGY DEVELOPMENT FOR
ANGKRINGAN SKUY**

UNDERGRADUATE THESIS

**Submitted as one of the requirements to obtain
Sarjana Administrasi Bisnis**

BY:

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FACULTY OF BUSINESS

BUSINESS ADMINISTRATION STUDY PROGRAM

CIKARANG

JUNE 2023


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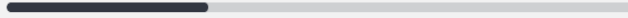


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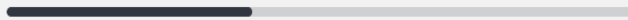
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EXECUTIVE SUMMARY

This study discusses the Angkringan Skuy report. The purpose of this research is to develop a business strategy and expand the Angkringan Skuy market. Angkringan Skuy is a business unit engaged in the culinary field of Angkringan products. The main product of Angkringan Skuy is, for food nasi kucing, rissoles, satay, steamboat, grilled sausage, chikuwa, and fish roll, for beverage Angkringan Skuy have nutri sari, good day freeze, good day moccacino, tea jus, jasjus, tora bika, dan pop ice. This business report will discuss business introduction, business problem exploration analysis, and determine business solutions. Business exploration discusses the business situation from revenue, sales and the external aspect in the form analysis Porter's five forces analysis, In addition, from internal aspects are in the form of marketing mix analysis, and CRM (customer relationship program). From the results of sales, marketing mix and porter's five the authors provide four recommended strategies for Angkringan Skuy, namely: product diversification, product bundling & cross selling, boost promotion, extend operating hours. This research is expected to help the author evaluate the business problems faced Angkringan Skuy in the culinary business of Angkringan.

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