



## International Conference on Interdisciplinary, Social Science, Business and Economics, Education and Technology (ISBTEC 2019)

13 - 14 July, 2019, Bayview Beach Resort, Penang, Malaysia

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### Abstract Submission

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#### 1. Submission ID ISBTEC 2019: 003-002

**Conference:** International Conference on Interdisciplinary, Social Science, Business and Economics, Education and Technology

**Title:** A SWOT Analysis on the Implementation of the Marketing Strategy: A Case Study in the Raja Abon Makmur Lestari, Pangkalpinang City, Indonesia

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**Affiliation:** Bangka Belitung University

**Co-Author(s):** Novyandra Ilham Bahtera (novyandra.ib@gmail.com); Evahelda (evaheldaubb@gmail.com)

**Presenter(s):**

**Abstract:** The study is based on the low performance of the business activity of the Raja Abon Makmur Lestari (RAML) in Pangkalpinang City. The study aims to analyse the internal and external factor owned by the company and to design the marketing strategy for the company. There were 55 respondents which were 5 internal respondents and 50 external respondents. The questionnaire was employed to collect the data. Internal-External analysis and SWOT analysis were used to interpret the acquired information. The study found that the position of RAML as the small and medium-sized enterprize (SME) was in the V quadrant. It meant that the SME can be managed by implementing the hold and maintain strategy which was market penetration and product development. The study suggests that the SME is required to utilize some strategic formulations. The results of the study will be useful as an input for the policy maker to ensuring the sustainability of the organization and its product.

**Abstract File:** [A SWOT Analysis\\_Abtract.docx](#)

**Keyword(s):** small and medium-sized enterprize, marketing strategy, strategic formulations

**Sub-theme:** Business and Economics

**Abstract Status:** Accepted



## Full Paper Submission

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### 1. Full Paper ISBTEC 2019: 003-002

**Conference:** International Conference on Interdisciplinary, Social Science, Business and Economics, Education and Technology

**Deadline:** Saturday, July 13<sup>th</sup>, 2019 at 23:59:00

**Title:** A SWOT Analysis on the Implementation of the Marketing Strategy: A Case Study in the Raja Abon Makmur Lestari, Pangkalpinang City, Indonesia

**File Name:** [Full\\_Paper\\_Yulia\\_ISBTEC\\_2019\\_190328.docx](#)

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## Payment Proof

You have 1 payment proof submitted of 1 abstract

### 1. Payment Proof ISBTEC 2019: 003-002

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**ISBTEC 2019** <isbtec2019@acinetworks.org>  
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Mon, 22 Jul 2019, 02:34

Dear Mr. Novyandra Ilham,  
I am very glad to inform that after our Editors' review, your paper titled:  
**"A SWOT ANALYSIS ON THE IMPLEMENTATION OF THE MARKETING STRATEGY: A CASE STUDY IN THE RAJA ABON MAKMUR LESTARI, PAI CITY, INDONESIA"**  
has been SELECTED for publication in Scopus-indexed journal. Congratulations.  
Moving forward please confirm your acceptance by replying this email so that we can issue you the official Letter of Acceptance and also the Invoice for you.  
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Thank you.

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