

ABSTRACT

CyberLabs is a technology company located in Bandung City Indonesia which is currently focusing on developing software and technology related to business such as online store in the form of website, mobile application and also point of sale system. The company was built on June 6, 2014. CyberLabs does not have a marketing division. Marketing is a very important thing because it is closely linked to product marketing. There are some employees who occupy a position but still not in accordance with the competencies that are so not able to maximize in work. Training and development is needed to improve employee quality in work. Therefore, in this research will be identification of training and development based on the competencies possessed by individuals and competencies required by the company so that training and development carried out can be in accordance with the conditions of employees and companies. In this study also consider the gap owned by each individual.

Keywords : Competency, Employee, Training and Development