

ABSTRACT

The development of business startups in the city of Bandung has so far been increasing with the mark with enough startup companies that sprung up. With the increasing number of startup business in the city of Bandung, it can be concluded that the competition of startup business in Bandung will be greater. The development of technology and information is increasingly competitive and not separated from the current competition demands companies to be creative and innovate to survive.

The purpose of this research is based on the results of SWOT analysis and IE matrix, the results are used to identify the internal factors of strength and weakness, then the external factors are opportunities and threats, so that the company can be used As an evaluation material for the company to promptly develop the development. The methods of data collection used are descriptive research explorations.

Based on the results of the calculation of IFAS and EFAS then described as Kudran SWOT, obtained the quadrant position of PT Amal Solution in the position of the quadrant I mean PT Amal Solution is in a very profitable position because it has the power and Opportunities that can be utilized with maximum. Therefore, the company must support (the growth oriented strategy).

Keywords : SWOT analysis, IE Matrix, PT. Amal Solution