

STRATEGI PENGEMBANGAN BISNIS CELEBRITY FITNESS CENTRAL PARK MALL

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This research was conducted to find out what business development strategies are most appropriate for Celebrity Fitness Central Park Mall. This study applies a qualitative method, by conducting interviews and also observation by directly reviewing the subject of the study. The method of analysis carried out consists of three stages. The Input Phase consists of two factors, namely Internal Factor Evaluation and External Factor Evaluation, the Matching Phase which consists of two factors, namely Strength-Weakness-Opportunity-Threat Matrix and Internal External Matrix, and Decision Phase, which consists of Quantitative Strategic Planning Matrix. After analyzing from the existing data, it is known that the Market Penetration strategy is the most appropriate to be implemented for Celebrity Fitness Central Park Mall and Market Development strategy can be used as a support.

Keywords: Strategy Management, Quantitative Strategic Planning Matrix, Fitness Center