

# Developing Strategy for Solar Panel Package Business in Kupang

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**Abstract** — This research aims to develop a strategy for the solar panel package business in Kupang. This research used SWOT analysis and SWOT matrix. SWOT analysis used from the start to improve internal and external business factors, where this research is a business strategy that focuses on production by considering aspects of strengths, strengths, threats, and weaknesses. The results of the SWOT matrix will determine the appropriate strategy for developing the Solar Panel Business Package.

**Keywords** —Develop strategy, SWOT analysis, Matrix SWOT

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