

## SUMMARY

# USULAN STRATEGI PENINGKATAN PENJUALAN SOFTWARE SOLIDWORKS MENGGUNAKAN ANALISIS SWOT DAN AHP

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### **Description :**

Penulisan skripsi ini membahas tentang berbagai alternatif strategi untuk meningkatkan penjualan software SolidWorks di PT. XXX dengan menggunakan analisis SWOT dan AHP.

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