CHAPTER IV

CONCLUSIONS AND SUGGESTIONS

4.1 Conclusion

Si Dupan Poster Company is an entrepreneurship business which runs in selling English Lesson poster. This poster is an alternative media that can give an opportunity to learn though only several lessons of English are on it. Moreover, it's easier to be used and also cheaper than a book. Thereby, the writer uses SWOT method to analyze the advantages and disadvantages on the selling English Lesson poster for students especially.

The writer found that the English lesson poster can really help the students in learning English from the answers in the questioners and interview. Even there are several problems in the selling of poster, the company found the solutions to handle the problems.

The selling English Lesson poster is also a good business because the company not only can get back the capital but also gain a profit. However, the company must update the design of the posters so it can keep the interest of consumers.

4.2 Suggestions

There are some suggestions for both the English Department and the students as follows:

1. The English Department must give the entrepreneurship subject to the students before they do job training because it will encourage more students to take job training in the entrepreneurship field.

2. The students who take entrepreneurship as their job training must prepare and manage their company well in order to get a valuable experience in running the company.

3. The students also have to think more creative and make interesting stuffs which have never been made by other companies to increase the customers from certain target market, as example like for students only.