ABSTRACT

This research examines the steps of implementation of Scrum in a non-IT environment, as nowadays Scrum has been largely identified in IT environments only. This thesis analyzes the benefits or advantages, together with the disadvantages of implementing Scrum for non-IT entities through numerous analysis methods such as Porter's 5 Forces and SWOT Analysis.

This research will provide an insight regarding some steps or ways to implement Scrum for non-IT entities through numerous steps such as utilizing Sprints, Sprint Planning, Story Points, Retrospective, Kanban, and Daily Standups. These steps are crucial for the implementation of Scrum, and business entities might adopt it and modify it to make it in line with the company's culture.

Keywords: *Scrum, Agile, Non-IT Environment, Implementation.*