

Business Development Strategy With A Swot Analysis Approach In Increasing Company Income (Study On Cars'n Kidz Convection, Sidorejo Village Jabung District, Malang Regency)

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Abstract

This study aims to determine the right business development strategy so that it can be used by Cars'n kidz convection to expand its market share and increase sales. Cars'N Kidz is a children's clothing convection business in Jabung District, Malang Regency. To find out the right strategy in increasing sales, researchers use SWOT analysis. This type of research uses qualitative descriptive and observation, interviews, and literature reviews as data collection methods. The results of this study obtained data that based on the Cartesian diagram shows that Cars'n Kidz is in the Growth quadrant where the quadrant is a very profitable situation. This is because Cars'N Kidz Convection are in a growth position so it is important to utilize strengths and take existing opportunities, the strategy consists of: 1) Improving product quality and collection. 2) Forming an association/union of convection entrepreneurs to maintain a bargaining position with suppliers.

Keywords: *SWOT, Convection, Business Strategy, IFAS and EFAS Matrix.*

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Introduction

Cars'N Kidz is a children's clothing convection business located in Sidorejo Village, Jabung District, Malang Regency. Cars'n Kids has been established since September 2021. Initially, Mrs. Filsa as the owner of this convection opened a business from her experience as an employee at Istana Boneka. Carz'n Kids produces children's clothing aged 1-7 years. In addition, Carz'n Kidz also produces children's clothing aged 0-12 months. Through the production of children's clothing, Cars'N Kidz is increasingly well-known and has many orders.

Based on research, Cars'N Kidz Convection is considered to have a fairly wide market share and is quite popular in selling clothes online. This happens because Cars'N Kidz Convection has a mature marketing strategy compared to its competitors, starting from the strategy of determining market segments and targets, positioning and marketing mix strategies. This is useful for the sustainability of a company in the era of globalization.

This is interesting to do research with the aim of knowing how to determine the right strategy in doing business so that it can have wide marketing, products can be known and in demand by many consumers. In addition, researchers also know the

obstacles faced by Cars'N Kidz Convection so that it can be used as an evaluation for the future.

SWOT Analysis

SWOT analysis is a strategic planning method for evaluating a business venture. This analysis involves determining business objectives and identifying internal and external factors that are good for achieving business objectives. Pearce and Robinson (2008) stated that "SWOT analysis is a well-known historical technique where managers create a general picture of the company's strategic situation".

Matrix SWOT

SWOT Matrix is a tool used to compile the company's strategy factors. This matrix can clearly describe how the external opportunities and threats faced by the company are adjusted to the strengths and weaknesses it has (Rangkuti, 2009). This matrix can produce four sets of alternative strategies.

IFAS and EFAS Matrix

In this phase, we have discussed how the company assesses its situation and has also reviewed the available company strategies. The next task is to identify or alternatives that can use opportunities and opportunities or avoid threats and overcome weaknesses. SWOT analysis compares external and internal factors.

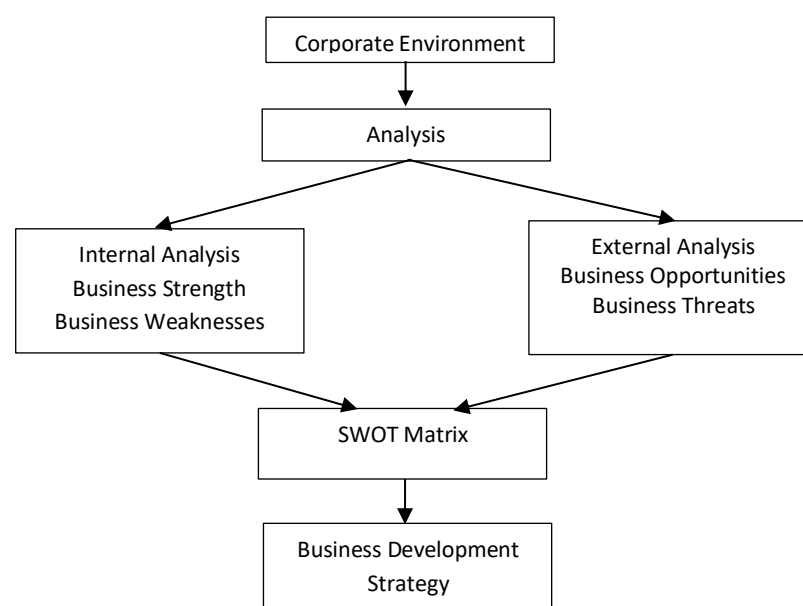
a. Internal Factors Analysis Summary (IFAS) Matrix

The IFAS Matrix is used to determine how big the role of internal factors is in the company. The IFAS Matrix describes the internal condition of the company consisting of strengths and weaknesses calculated based on ratings and weights. The following is the form of the IFAS matrix

b. External Factors Analysis Summary (EFAS) Matrix

The EFAS Matrix is used to determine how big the role of internal factors is in the company. The EFAS Matrix describes the external condition of the company consisting of opportunities and threats calculated based on weights and ratings.

Analysis Framework



METHODS

This research is included in qualitative descriptive research, because it aims to describe the state of the phenomenon in the field. Arikunto (2007) states that

descriptive research is a study that aims to describe or explain something, such as circumstances, conditions, situations, events, activities and others. Sugiyono (2012) qualitative research methods are research methods based on the philosophy of post-positivism, which are used to research a natural object that makes the researcher a key instrument. In this research technique, the researcher uses data collection in three ways, namely by observation, interviews, and documentation.

This study attempts to describe or determine the level of advantages, disadvantages, opportunities and threats of the Cars'N Kidz Convection business. This study provides a formulation of a new marketing strategy plan for Cars'N Kidz Convection which can later be applied by business managers. Cars'N Kidz Convection occupies a fairly large location located in a strategic location, but is difficult to reach because it is in Malang Regency. The informants in this study were business owners. Data collection methods used in this study include:

a. Interview method

According to Sugiyono (2015), an interview is a meeting between two people to exchange information and ideas through questions and answers. This study uses semi-structured interviews, which aim to find problems more openly, and informants are asked for their opinions and ideas (Sugiyono, 2015).

b. Observation Method

According to Sugiyono (2015), observation is a data collection technique by conducting direct observations in the field. This field research was conducted to obtain the data needed in the study. The steps used are by conducting direct observation of the Cars'N Kidz Convection business to obtain a real picture.

c. Documentation Method

Hamidi (2010) The documentation method is information that comes from important notes from institutions or organizations or from individuals. This research documentation is a picture taken by researchers to strengthen the research results. Sugiyono (2012) documentation can be in the form of writing, pictures or monumental works from someone.

Result and Discussion

Result

Table 1 SWOT Analysis Cars'N Kidz Convection

Strengt (S)	Weakness (W)
1. Neat product stitching quality 2. Repeat orders for high-selling products 3. Reliable raw material suppliers 4. Have a variety of models 5. Have complete and new sewing machines	1. The working atmosphere is sometimes less controlled 2. No design team 3. Lack of marketing staff 4. Location far from the city 5. For motif models, difficulties with raw materials
Opportunity (O)	Threat (T)

1. Opportunity to create other products such as baby carries, nursing pillows & newborn pillows	1. Models that often changes
2. Supplying to clothing stores	2. Cheaper price from competitors using same photo product
3. Development of shopping centers	3. Administration costs for online sales is 10% from Cost of Goods Sold
4. Increasing models other than daily wear such as fashion clothes, muslim clothing and clothes for going out	4. Inconsistency of raw materials received, even though there has been a report of defective goods
	5. Bad impression of buyers affects the rating

Table 2 IFAS (Internal Factor Analysis Summary) Matrix

No	Internal Factor	Weight	Rating	Score
Strength (S)				
1.	Neat product stitching quality	0,20	4	0,80
2.	Repeat orders for high-selling products	0,04	4	0,16
3.	Reliable raw material suppliers	0,03	4	0,12
4.	Have a variety of models	0,04	4	0,16
5.	Have complete and new sewing machines	0,24	4	0,96
	Sub Total	0,60		2,20
Weakness (W)				
1.	The working atmosphere is sometimes less controlled	0,21	2	0,42
2.	No design team	0,04	2	0,08
3.	Lack of marketing staff	0,08	2	0,04
4.	Location far from the city	0,04	3	0,12
5.	For motif models, difficulties with raw materials	0,03	2	0,06
	Sub Total	0,40		0,62
	Total	1		2,82

Table 3 EFAS (External Factor Analysis Summary) Matrix

No	External Factor	Weight	Rating	Score
Opportunity (O)				
1.	Opportunity to create other products such as baby carries, nursing pillows & newborn pillows	0,15	4	0,60
2.	Supplying to clothing stores	0,15	3	0,45
3.	Development of shopping centers	0,15	4	0,60
4.	Increasing models other than daily wear such as fashion clothes, muslim clothing and clothes for going out	0,06	4	0,24
	Sub Total	0,51		2,09
Threat (T)				
1.	Models that often changes	0,20	4	0,80
2.	Cheaper price from competitors using same photo product	0,15	1	0,15
3.	Administration costs for online sales is 10% from Cost of Goods Sold	0,04	3	0,12
4.	Inconsistency of raw materials received, even though there has been a report of defective goods	0,10	2	0,20
	Sub Total	0,40		1,27
	Total	1		3,16

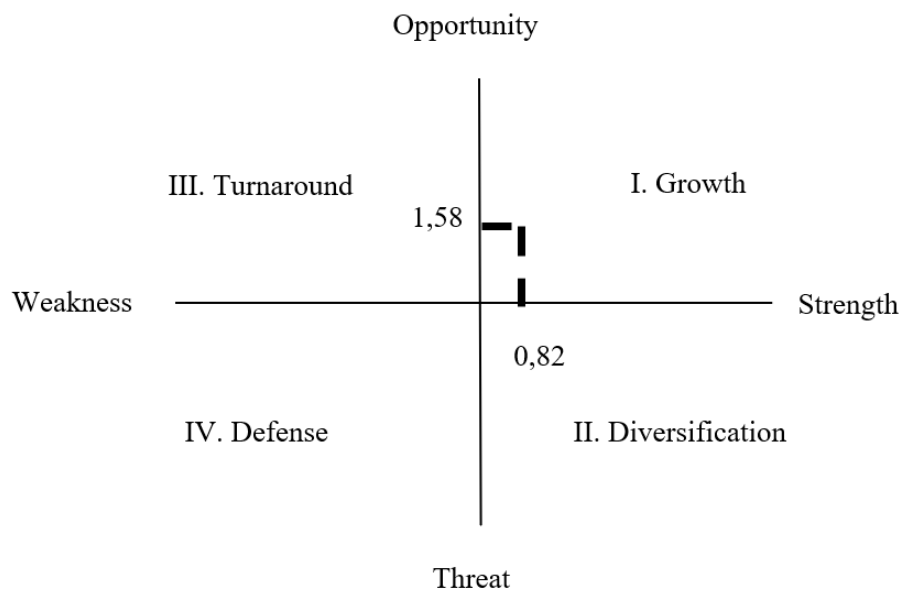
Cartesian Diagram of SWOT Analysis

By using Table 2 and Table 3, the position of Cars'N Kidz Convection when analyzed with the Cartesian diagram is as follows:

Table 4 Comparasion of Internal and External Factor Scores

Internal	Score	External	Score
Total Strengt (S) Score	2,20	Total Opportunity (O) Score	2,09
Total Weakness (W) Score	0,62	Total Threat (T) Score	1,27
S - W	1,58	O - T	0,82

Based on the table above, it appears that the coordinate points of the position of Cars'N Kidz are at the points of the power axis 1.58 and the opportunity axis 0.82. For more details, see the Cartesian diagram as follows.



From the Cartesian image above, it is very clear that Cars'N Kidz Convection is in the Growth Quadrant. The strategy that must be implemented in this condition is to support an aggressive growth policy (Growth Oriented Strategy). An aggressive growth policy can be concluded as a logical thought, conceptualization of priority matters (in the long and short term) to be used as a reference for determining the steps or actions to be taken. An aggressive growth strategy can be started by providing good service to consumers and meeting customer needs. Facing this reality, the strategy that should be carried out for the development of Cars'N Kidz is as shown in Table 5 below:

Table 5 SWOT Matrix Cars'N Kidz Convection

<div>Internal Factors</div> <div>External Factors</div>	Strength (S) 1. Neat product stitching quality 2. Repeat orders for high-selling products 3. Reliable raw material suppliers 4. Have a variety of models	Weakness (W) 1. The working atmosphere is sometimes less controlled 2. No design team 3. Lack of marketing staff 4. Location far from the city 5. For motif models, difficulties with raw materials
	Opportunity (O) 1. Opportunity to create other products such as baby carries, nursing pillows & newborn pillows 2. Supplying to clothing stores 3. Development of shopping centers 4. Increasing models other than daily wear such as fashion clothes, muslim clothing and clothes for going out	S-O Strategy 1. Improving product quality and collection (S1, S2, S4 & O1, O2, O4) 2. Forming a convection entrepreneur association to maintain bargaining position against suppliers (S3, & O3)
	Threat (T) 1. Models that often changes 2. Cheaper price from online competitors using same photo product 3. Administration costs for online sales is 10% from Cost of Goods Sold 4. Inconsistency of raw materials received, even though there has been a report of defective goods 5. Bad impression of buyers affects the rating	W-O Strategy 1. Procurement of promotional events involving child models (W4 & O1) 2. Improving the quality of human resources through training programs held by the government or independently (W1, W2 & O1, O4)
	S-T Strategy 1. Increase innovation and maintain product continuity with good production management to increase competitiveness (S2, S\$ & T1, T2) 2. Increase marketing efficiency by establishing partnerships (S2 & T3, T5)	W-T Strategy 1. Simple use of Standard Operating Procedures (SOP) for effectiveness and efficiency (W1, W2, W3 & T1, T4) 2. Continue to learn to manage and advance the business so that sales continue to increase (W2, 23 & T3, T4)

Discussion

Based on the results of the Table 6 SWOT Matrix Cars'N Kidz Convection above, it shows four parts of the recommended strategy, namely:

- a. S-O Strategy (Strength-Opportunity)

This strategy is a combination of internal factors (Strength) and external factors (Opportunity), this strategy is made based on the idea of utilizing all strengths to seize and utilize opportunities as much as possible. The SO strategy taken by Cars'N Kidz Convection are 1) Improving product quality and collection. 2) Forming an association/union of convection entrepreneurs to maintain a bargaining position with suppliers.

b. W-O Strategy

W-O (Weakness-Opportunity strategy is a strategy to overpass weaknesses gain advantage of external opportunities. Alternative W-O strategies that can be formulated are: 1) Procurement of promotional events involving child models. 2) Improving the quality of human resources through training programs held by the government or independently.

c. S-T Strategy

The S-T (Strength-Threat) strategy or weakness-threat strategy is a defensive strategy to minimize internal weaknesses and avoid external threats. Alternative strategies that can be formulated are: 1) Increase innovation and maintain product continuity with good production management to increase competitiveness. 2) Increase marketing efficiency by establishing partnerships

d. W-T Strategy

The W-T (Weakness-Threat) strategy or strength-threat strategy is a strategy to optimize internal strengths in avoiding threats. Alternative W-T strategies that can be formulated are: 1) Simple use of Standard Operating Procedures (SOP) for effectiveness and efficiency. 2) Continue to learn to manage and advance the business so that sales continue to increase.

CONCLUSION

The business strategy carried out by Cars'N Kidz has been quite effective. Segmentation and target markets have been carried out since the beginning, namely kids clothing and women Muslim clothing. To increase sales volume at Cars'N Kidz and its existence in the era of globalization, based on the strategy above, Cars'N Kidz made a SWOT analysis to determine the position of the Cars'N Kidz Convection. Analysis of internal and external factors shows that Cars'N Kidz Convection is currently in a growth strategy, and produces considerations for SO strategies. Where decisions that can be taken are by improving products quality and collection, utilizing complete and new sewing machines.

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