

## **MARKETING STRATEGY DETERMINING USING SWOT ANALYSIS IN UD . BAROKAH SIDOARJO**

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UD. Barokah is an SME in Sidoarjo which produces processed leather products, where the system is applied in corporate sales is by ordering existing designs or submit the design process to other companies. Marketing is applied less than the maximum because there is no human in marketing positions, causing a decrease in sales. With the problems that exist within companies, this study uses SWOT analysis aimed at determining the right strategy in particular marketing strategy that the company is expected to earn maximum profit. The results of this study concluded that the strategy used by the company is to improve and enhance the promotion system that can expand the target market and also maintain and improve the quality of service to customers while maintaining a good relationship to the consumer and business relationships.

### **INTRODUCTION**

Successful companies are companies that perform marketing concept oriented to consumers. Some of the ways stated in the marketing services marketing mix is a set of tools that marketers use to determine the characteristics of the service offered to customers. Where the elements of the marketing mix consisting of : product, price, promotion, place, people, process, and physical evidence. Such tools can be used to develop long-term strategies and short-term engineering design. UD. Barokah is an SME that caters ordering a variety of processed products made from the skin where the business has been established since long time. During this sales system applied in this company that consumers do order give existing designs or submit the design process to the company. Once the design process is complete it will be in print and printouts can be taken according to the agreed time period, while the complaint is served at the time before the printing process is done. Marketing less than the maximum because there is no human in marketing positions so cause decline in sales. With these problems, the use of SWOT analysis is a matching tool to assist in determining the proper strategy in particular marketing strategy that the company is expected to earn maximum profit.

### **Problem Formulation**

How to determine the internal and external factors that will affect corporate strategy and planning determine appropriate marketing strategy for the company.

### Research Objectives

1. Can determine the internal and external factors that will affect any company's strategy.
2. Can know the proper planning of marketing strategies for the company.

### Methods

The method used in this research is to use SWOT analysis

### Discussion

#### Internal Factor Evaluation (EFE)

IFE Matrix is an analysis of the internal environment in which the variable used is an internal variable that consists strengths and weaknesses of the company.

**IFE Matrix**

No.	Internal Factor	Bobot	Rating	Skor
Kekuatan				
1.	Having a social minded leaders, responsible, and able to motivate employees	0,08	3	0,24
2.	Family-oriented working atmosphere and mutual cooperation between the employee and managerial team	0,08	3,5	0,28
3.	High employee loyalty to the company	0,07	3,17	0,22
4.	Regular income due to the sale of a good product	0,07	3	0,21
5.	The level of Return on Assets (ROA) in the company high enough each year	0,07	2,83	0,19
6.	Effective production	0,07	2,83	0,19

	process due to the engine in a reliable condition			
7.	Availability of raw materials is quite good	0,07	3,17	0,22
8.	Fleet adequate marketing	0,07	3	0,21
9.	The price of competing products while concerned with the quality of products	0,07	3,67	0,25
Sub Total				2,03

No.	External Factor	Bobot	Rating	Skor
Kelemahan				
1.	Human resources in certain areas less	0,07	3,33	0,23
2.	Skills that employees are still lacking in doing work in a particular field	0,07	1,67	0,11
3.	The use of investment funds in companies yet efficient	0,07	1,67	0,11
4.	Realization of operating cost greater than the planned budget	0,07	2,33	0,16
5.	Frequent errors in the production process	0,07	2,83	0,19
6.	Rarity of the	0,07	2,83	0,19

	campaign carried out by the company			
Sub Total		0,42		1,02
Total		1,00		3,06

**External Factor Evaluation (EFE)**

EFE Matrix is an analysis of the internal environment in which the variable used is an external variable that consists of opportunities and threats for the company

**EFE Matrix**

No.	External Factor	Bobot	Rating	Skor
Opportunities				
1.	Innovations in terms of how to market	0,12	3	0,36
2.	The absence of constraints in terms of collection of accounts receivable	0,12	3	0,36
3.	The absence of constraints in terms of debt repayment to creditors	0,12	3	0,36
4.	Expansion of marketing channels	0,13	2,83	0,36
5.	Had the opportunity of many co-workers in terms of promoting	0,12	3,17	0,38
Sub Total		0,61		1,82

No.	External Factor	Bobot	Rating	Skor
Threats				
1.	Some products are easy to make produce for personal use	0,1	3,17	0,31

2.	Cheaper competitors prices for some similar products	0,09	3,17	0,28
3.	Increases in raw material prices	0,1	3,67	0,36
4.	The more similar the business establishment	0,1	2,83	0,28
Sub Total		0,39		1,25
Total		1,00		3,08

**SWOT Matrix**

After determining the scores of each variable, it is known for a total score with a total of 3:06 of internal factors and external factors total score of 3:08. It is proved that both have equal value to strategize the future.

Where the power factor of 2:04 where the value is greater than the threat factor scores with a score of 1:03, which means the power factor greater than the threat factor . As for the external factors odds score value for the factor of 1.83 is greater than the threat factor of 1.25. From this analysis, the company can utilize the power and opportunity to define the future strategy. After analyzing the case, the next step is to determine the SWOT strategy.

**SWOT Matrix**

	<i>Strengths</i>	<i>Weaknesses</i>
	<ol style="list-style-type: none"> <li>1. Have a leader of social minded , responsible , and able to motivate employees</li> <li>2. Family-oriented working atmosphere and mutual cooperation between the employee and managerial team</li> <li>3. High employee loyalty to the company</li> <li>4. Entered the routine due to the sale of a good product</li> <li>5. Rate of Return on Assets (ROA) is quite high in the company each year</li> <li>6. Effective production process due to the engine in a reliable condition</li> <li>7. Availability of raw</li> </ol>	<ol style="list-style-type: none"> <li>1. Human resources in certain areas less</li> <li>2. Skill that employees are still lacking in doing work in a particular field</li> <li>3. The use of investment funds in companies yet efficient</li> <li>4. Actual operating costs greater than the planned budget</li> <li>5. Often goes wrong in the production process</li> <li>6. Rare campaign undertaken by the company</li> </ol>

	<p>materials is quite good</p> <p>8. Fleet adequate marketing</p> <p>9. Price of competing products to remain concerned with the quality of products</p>	
<p><b>Opportunities</b></p> <p>1. innovations in terms of how to market</p> <p>2. The absence of constraints in terms of collection of accounts receivable</p> <p>3. The lack of constraints in terms of debt repayment to creditors</p> <p>4. Expansion of marketing channels</p> <p>5. Got a chance of many co-workers in terms of promoting</p>	<p><b>S – O Strategies</b></p> <p>1. Expand the target market (S1, S4, S5, S6, S7, S8, S9, O1, O2, O3, O4, O5)</p> <p>2. Maintain and improve the quality of service to customers (S1, S2, S3, S4, S9, O1, O4, O5)</p> <p>3. Improving the quality of products (S6, S7, O1, O5)</p>	<p><b>W – O Strategies</b></p> <p>1. Conduct training on HR (O2, O3, O4, W1, W2, W5)</p> <p>2. Improving the management system (O1, O4, O5, W3, W4, W6)</p>
<p><b>Threats</b></p> <p>1. Some of the products are easy to make prints for personal use</p> <p>2. Competitors price cheaper for some similar products</p> <p>3. Raw material price increases</p> <p>4. The more similar the business establishment</p>	<p><b>S – T Strategies</b></p> <p>1. Establish and maintain a competitive market price (S1, S4, S5, S6, S7, S9, T2, T3, T4)</p> <p>2. Increase promotion (S1, S4, S5, S8, S9, T1, T2, T4)</p>	<p><b>W – T Strategies</b></p> <p>1. Improving employee performance (W2, W5, T1, T4)</p> <p>2. Maintain a good relationship with the consumer ( W6, T1, T4)</p>

**SPACE Matrix**

Midpoint of the X-axis is set to the SPACE matrix 0.50. That is according to a division that has some market share from competitors who stand first. As for the Y axis represents the speed of growth of the industry in sales, measured in percentage

**Table Matrix Factors**

Internal Strategies Position		External Strategies Position	
Financial Strength (FS)	Rating	Environment Stabilized (ES)	Rating
Money entered is routine	4	The higher the level of competition	-3
ROA is high enough	4	Price cheaper competitors	-2
The use of capital	1	Inflation	-3
Stable Cash Flow	4	Changes in technology	-3
Total	13	Total	-11
Competitive Advantages (CA)	Rating	Industrial Strength (IS)	Rating
Promotion is rarely done	4	Innovative ways of marketing	3
Consumer loyalty	-1	Opportunity of co-workers	5
The price of competing products	-2	High-growth markets	4
Expensive raw materials	-3	Good financial condition	3
Total	-9	Total	15

**IFE and EFE Matrix Analysis**

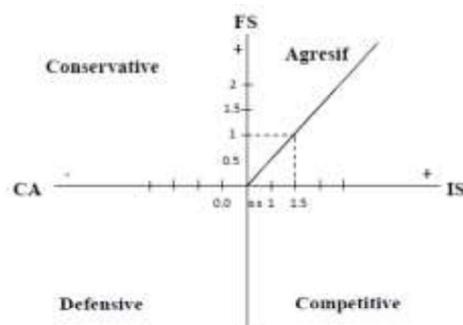
After the identification of strategic factors internal and external to UD . Barokah then obtained some of the items making up for the IFE and EFE matrix analysis to determine where the score of each variable and for each variable can score on each variable for the analysis will be described as follows.

**Internal Strategic Factors**

<b>Internal Strategic Factors</b>	
<p style="text-align: center;"><b>Strengths</b></p> <ol style="list-style-type: none"> <li>1. Have a leader of social minded, responsible, and able to motivate employees</li> <li>2. Family-oriented working atmosphere and mutual cooperation between the employee and managerial team</li> <li>3. High employee loyalty to the company</li> <li>4. Entered the routine due to the sale of a good product</li> <li>5. Rate of Return on Assets (ROA) is quite high in the company each year</li> <li>6. Effective production process due to the engine in a reliable condition</li> <li>7. Availability of raw materials is quite good</li> <li>8. Fleet adequate marketing</li> <li>9. Price of competing products to remain concerned with the quality of products</li> </ol>	<p style="text-align: center;"><b>Weaknesses</b></p> <ol style="list-style-type: none"> <li>1. Human resources in the field of tertentulu less</li> <li>2. Skill that employees are still lacking in doing work in a particular field</li> <li>3. The use of investment funds in companies yet efficient</li> <li>4. Actual operating costs greater than the planned budget</li> <li>5. Often goes wrong in the production process</li> <li>6. Rare promotion of the company</li> </ol>

**External Strategies Factor**

<b>External Strategic Factor</b>	
<p style="text-align: center;"><b>Opportunities</b></p> <ol style="list-style-type: none"> <li>1. Innovations in terms of how to market</li> <li>2. The absence of constraints in terms of collection of accounts receivable</li> <li>3. The lack of constraints in terms of debt repayment to creditors</li> <li>4. Expansion of marketing channels</li> <li>5. Got a chance of many co-workers in terms of promoting</li> </ol>	<p style="text-align: center;"><b>Threats</b></p> <ol style="list-style-type: none"> <li>1. Some of the products are easy to make for personal use</li> <li>2. Competitors price cheaper for some similar products</li> <li>3. Raw material price increases</li> <li>4. The more similar the business establishment</li> </ol>



Strategy Implementation Matrix Position In Space

### **SWOT Matrix Analysis**

After knowing the company's position in the quadrant SWOT located in the quadrant where the most appropriate strategy is an aggressive strategy in which this strategy is the strategy of the company towards progress. For the preparation of the strategy on the SWOT matrix is processed in the above table then generated several alternative strategies were: expanding the target market, maintain and improve the quality of service to customers, improve product quality, and conduct training to increase, improve the management system, establish and maintain competitive market price, increase promotion, improve employee performance, maintaining good relations with customers

### **Space Matrix Analysis**

After determining planning strategies using SWOT Matrix and determine the position of the company's strategy with the SPACE Matrix, then obtained the right strategy choice for companies such as : expanding the target market, maintain and improve the quality of service to customers. Improve the work system, increase promotion, maintaining relationships both the consumer and business relationships

### **Managerial Implications**

For UD. Barokah, this study is useful to determine the right strategy in business development, product development and expansion of market segmentation and targeting the right consumers with based on the strengths and opportunities that exist in the company will be able to further improve its competitiveness . In addition, the weaknesses and threats faced by the company will be reduced by TOWS' strategies.

### **Conclusion**

Based on the data analysis , it can be conclusion :

1. Internal factors which most affect the company 's strength is Family-oriented working atmosphere and mutual cooperation between employee and managerial team become a major force possessed brilliant graphics with a score of 0:28, and to the weakness of the company is its human resources in a specific field with a score of less than 0:23.
2. As for external factors that most influence in terms of the chances of getting a chance of a lot of partners to promote it with a score of 0.38, and to the threats facing the company is the raw material price increases with a score of 12:37.
3. Strategies used to improve the system and increase the promotion so as to expand the target market and also maintain and improve the quality of service to customers while maintaining a good relationship to the consumer and business relationships.

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