

STRATEGY ANALYSIS USING THE FIVE FORCES AND SWOT METHODS TOWARDS HANDMADE PRODUCTS OF CAD

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ABSTRACT

The purpose of this paper is to analyze the appropriate marketing strategy for a product that is handmade fashion accessories, in this case, the bag through five forces and SWOT strategy. This research was carried out by conducting surveys and research on the condition of the company, sales reports, questionnaires, surveys conducted during the exhibition and also interviews with three persons, namely customers, handmade entrepreneurs and marketing experts. Results from research surveys and interviews then inserted in the table IFAS and EFAS. The results of this table is the coordinates of the matrix diagram on the condition that the company can further be formulated marketing strategy adapted to the conditions at the company .

Keywords : qualitative, handmade product, marketing strategy, five forces, SWOT

INTRODUCTION

The creative industry in Indonesia is growing rapidly, including the fashion sector. Of the 14 sectors of the creative economy, the fashion industry is the largest contributor to GDP, amount to 43.02 %. Followed by the handicraft industry of 25.12 %. Fashion is the dominant sub-sector contribute to the economy, whether value added, employment, number of companies and export. Of the 14 sub-sectors of the creative industry, fashion and handicrafts are dominant sub-sectors that contribute to the economy, whether value added, employment, number of companies and export. (Source : new.indonesiakreatif.net)

The definition of creative industries by UK DCM Task Force 1998: " Creative industries as roomates Reviews those industries have Reviews their origin in individual creativity . Skill and talent , and the which have potential , for wealth and job creation through the general and exploitation of intellectual property and content " (Ministry of Commerce of the Republic of Indonesia : 15 : 2008) , with another meaning of creative industry is an industry that has the original creativity. Skill and talent is a potential for creating new jobs through the exploitation of intellectual property and content.

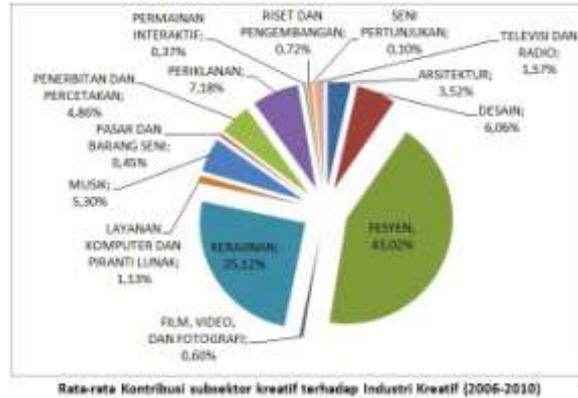
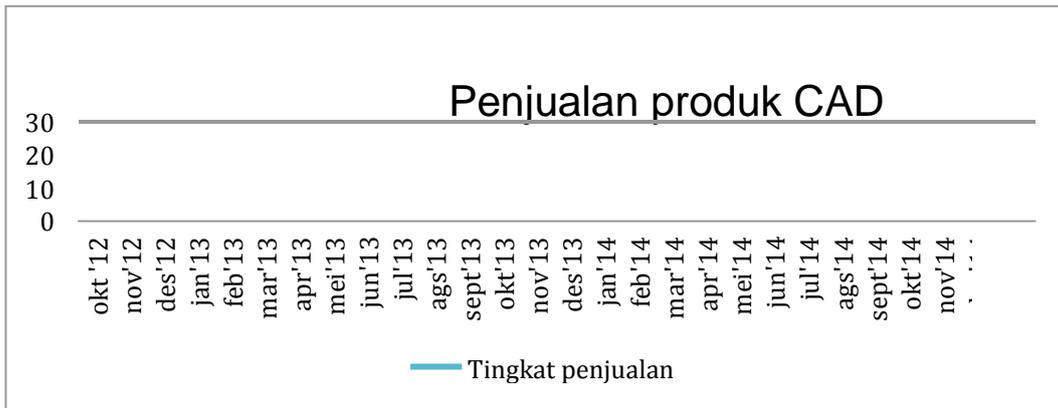


Figure 1. Average Creatif Subsector Contribution

Handmade product sales experienced fluctuating when seen in the sales table in the years 2013-2014, the increase in sales occurred during the exhibition, while the decline in product sales occur in absence of the exhibition. Only done through online marketing or social media.



Through research conducted on the condition of the company, sales reports then the purpose of this research is to increase the sales charts with the use of marketing strategies through five forces analysis and SWOT.

LITERATURE REVIEW

The previous study used as a basis for supporting this research is Gardhanu et al. (2015) made a scientific study, "Analysis of Industrial Structure and Business Strategy Planning PT. Herman Jaya Putra". The purpose of this study to make the right business strategy to maintain the marketability and quality of products. The research method uses industry structure analysis and SWOT analysis.

Zuhrotun (2013) made a study entitled, "SWOT analysis to determine the competitive strategy". The purpose of this study to analyze the appropriate strategy to increase production at the company and how competitive strategies applied by the company in overcoming global competition. This study uses analysis IFAS to internal factors, EFAS to external factors, and

then inserted into a quantitative model that SWOT matrix. The analysis showed that, using data IFAS and EFAS and using SWOT analysis shows the company's position.

Meysam et al. (2015) made a study titled, "Factors Affecting The Competitiveness Of The Food Industry By Using Porter's Five Forces

Model Case Study in Hamadan Province, Iran". Research on the competition in the food industry, to examine the factors affecting the competitiveness of the food industry using Porter's five forces. This study uses open interviews on some of the experts in the food industry, the primary data over the Internet, articles, field.

RESEARCH METHODS

No.	Internal factor	Quality	Ratings	Score
Strength				
1	Creativity process	0.16	4	0.64
2	Personal product and limited	0.12	3	0.36
3	Product according to market needs	0.18	4	0.72
4	Customer loyalty	0.13	3	0.39
Total				2.11
Weakness				
1	The time between production	0.1	2	0.2
2	Marketing less	0.11	3	0.33
3	Depending on the tailor	0.2	4	0.8
Total				1.33

Figure 2. Evaluation of internal factors
Source : data processed

No.	Eksternal Factor	Quality	Ratings	Score
Opportunity				
1	Material exploration	0.2	3	0.6
2	green product	0.22	3	0.66
3	growth market	0.25	4	1
Total				2.26
Threat				
1	Competitor	0.18	2	0.36
2	Supplier	0.15	2	0.3
Total				0.66

Figure 3. Evaluation of External factors
Source : data processed

To search for coordinates, can be found in the following way :

- Coordinates Internal Analysis (Score total force - Total Score weakness) : 2
= (2.11-1.33) : 2 = 0:39
- Coordinates External Analysis (Score total chances - Score total threats) : 2
= (2.26-0.66) : 2 = 0.8.

Thus, the coordinate point is located at (12:39 ; 0.8) As for the four elements of SWOT analysis matrix if included in the results

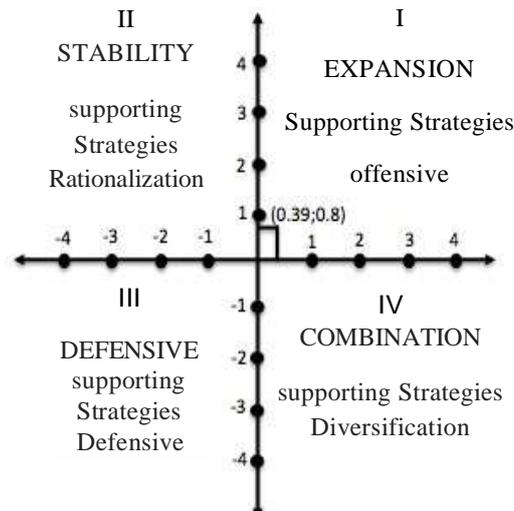


Figure 4

Once known meeting point of the diagonals of the (X), the business unit known position on the quadrant I. Coordinat position shows that the matrix diagram SWOT analysis is in position (SO strategies) general strategies that can be done by the company is using the power company to take any advantage on the opportunities that exist .

CONCLUSION

This study aims to determine the marketing strategy for handmade products , because products are handmade personal products , so the marketing is done is also different from the mess of products in general , with the aim for the right target with the target consumer . The study was conducted through sales data and interviews on consumers, entrepreneurs in the same field as well with marketing experts . Through some of the data obtained can be formulated right strategy for the company.

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