

MARKETING STRATEGY OF SMALL BUSINESS MANAGEMENT IN IMPROVING BUSINESS PROFIT

SKRIPSI

Untuk memenuhi persyaratan memperoleh gelar sarjana



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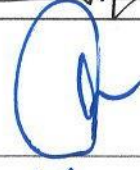
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Marketing Strategy of Small Business Management in Improving Business Profit

ABSTRACT

Marketing strategies such as price, location, and promotion are crucial in optimizing revenue, This research aims to identify effective marketing strategies to increase the profits of Lavender Laundry by using SWOT analysis. A qualitative research approach with a case study method is used, focusing on Lavender Laundry as a single research object. Data collection is carried out through interviews with the owner, observations of laundry operations, and secondary data from relevant documents. This approach provides insights into the challenges faced, such as competition from similar businesses, and the strategies employed to maximize opportunities. The business plans to expand by partnering with local accommodations and opening a new branch in a central location to improve accessibility. Despite the threat of competition, strategic collaborations and expansion plans show Lavender Laundry's efforts to maintain and grow its presence in the market. The business is profitable, with fluctuating but stable revenues, indicating effective marketing strategies and operational success.

Keywords: *Marketing Strategy, MSMEs, SWOT, Revenue, Business Profit*

SUMMARY

Marketing Strategy of Small Business Management in Improving Business Profit

Introduction

Micro, Small, and Medium Enterprises (MSMEs) are the foundation of economic activities capable of revitalizing economic conditions. Despite their significant potential for development, MSMEs often face obstacles such as limited access to capital, low-quality human resources, lack of information and technology, and high production costs (Hamid et al., 2024). These challenges hinder MSME performance, which is reflected in suboptimal goal achievement and inefficient production processes (Noviani et al., 2023). Additionally, MSMEs encounter market fragmentation due to high competition (Nasution, 2021).

Nevertheless, MSMEs play a crucial role in economic development, especially in Indonesia. They contribute to improving the local economy, creating job opportunities, and empowering local communities (Harahap et al., 2023; Nurhidayanti et al., 2023). With their independent nature, MSMEs can compete with other business players (Agustina et al., 2020; Hidayat et al., 2024).

Lavender Laundry, an MSME located in Singkawang, has been operating for nine months and is gradually growing despite various challenges. To support its growth, Lavender Laundry requires an effective marketing strategy. Marketing strategies optimize product promotion through managerial and social approaches (Rihayana et al., 2022; Iwan & Arisman, 2023). A good marketing strategy positively impacts expected revenue (Utami & Janah, 2022).

This study aims to identify an appropriate marketing strategy for Lavender Laundry to increase business profitability. A SWOT analysis is used to evaluate suitable strategies, focusing on aspects such as pricing, location, and promotion.

Research Problem

1. What marketing strategies are implemented by Lavender Laundry to increase business profits?
2. What are the internal and external factors that influence the marketing strategy at Lavender Laundry?
3. How can a SWOT analysis be used to identify the strengths, weaknesses, opportunities, and threats in Lavender Laundry's marketing management?
4. What is the impact of the marketing strategy implementation on Lavender Laundry's performance and profitability during its 9 months of operation?
5. How can Lavender Laundry address the challenges related to its business location and limited facilities to improve its competitiveness in the market?

Research Objectives

1. To identify and analyze the marketing strategies implemented by Lavender Laundry in order to increase business profits.
2. To examine the internal and external factors that influence the marketing strategy of Lavender Laundry.
3. To evaluate the application of SWOT analysis in determining Lavender Laundry's strengths, weaknesses, opportunities, and threats in its marketing management.
4. To assess the impact of the implemented marketing strategies on the performance and profitability of Lavender Laundry over the 9-month period of its operation.
5. To propose solutions for Lavender Laundry to address its business location challenges and limited facilities to enhance competitiveness in the market.

Research Methods

This study employed a qualitative research method with a case study approach to analyze the marketing strategies used by Lavender Laundry, an MSME in

Singkawang City, West Kalimantan. The qualitative method was chosen due to the dynamic and uncertain nature of business conditions, allowing for greater flexibility in exploring the evolving dynamics. The case study approach provided an in-depth understanding of the marketing strategies implemented by Lavender Laundry to increase its business profitability.

Data collection utilized both primary and secondary sources. Primary data was obtained through direct interviews with the business owner, which offered insights into the business's development, challenges, and strategies. Secondary data was sourced from relevant documents to enhance the depth of analysis. The research employed three main data collection techniques, observation, interviews, and documentation.

Research Results

Lavender Laundry applies a marketing strategy by analyzing the marketing environment and customer needs through SWOT analysis. The business leverages its strengths, such as the growing trend of practical lifestyles and the demand for outsourcing household tasks, creating broader market opportunities. However, it faces weaknesses like its location being far from the city center, reducing visibility, and limited machines that prolong processing times. To address these, the business explores opportunities by planning collaborations with hotels, inns, and boarding houses while aiming to open a branch in the city center to improve accessibility. Despite threats from high competition, strategic partnerships and unique services position Lavender Laundry to remain competitive.

Its marketing strategies involve affordable pricing (IDR 6,000/kg) with satisfaction guarantees, location plans to move closer to the city center, and promotions through both online platforms and offline campaigns, including free pick-up and delivery for orders over 5 kg. Starting with an initial capital of IDR 16,000,000, the business achieved a net profit of IDR 25,130,007 over nine months, surpassing its

investment. The consistent growth and effective strategies demonstrate how small businesses like Lavender Laundry can thrive in competitive markets.

Conclusion

Lavender Laundry MSMEs implements a marketing strategy based on a SWOT analysis. The business capitalizes on its strengths by confidently forming partnerships with other businesses, while addressing its weaknesses, such as its location being far from the city center and having limited machines. To maximize opportunities, the business focuses on promoting its services and seeking collaborations with inns, hotels, and boarding houses to enhance visibility. The main threat it faces is increased competition from similar businesses. The marketing strategy involves offering affordable pricing starting at IDR 6,000/kg, operating in a densely populated residential area, and using both online (Instagram, Facebook, WhatsApp) and offline (word-of-mouth, brochures, banners) promotional methods. Additionally, Lavender Laundry provides free pick-up and delivery services for orders above 5 kg. Over nine months of operation, the business has reinvested its capital and generated profits that exceed the initial investment, despite fluctuations in monthly net profits. Lavender Laundry's ability to survive and compete with similar businesses is a testament to the effectiveness of its marketing strategies and its continuous efforts to attract customers and expand its operations.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Micro, small and medium enterprises (MSMEs) are the basis of economic activities that can restore economic conditions. Although MSMEs have great potential to be developed, there are still obstacles that are often faced by MSME actors. These obstacles include limited access to capital, low capacity and quality of resources, availability of information and technology, and high production costs (Hamid et al., 2024). These obstacles can hinder the development of MSMEs and have an impact on their performance. Poor performance indicates that the organization is not achieving its goals optimally and the production process is not running effectively and efficiently (Noviani et al., 2023). Small and Medium Enterprises (MSMEs) cannot escape market fragmentation because they already have many competitors (Nasution, 2021).

Basically, MSMEs are businesses that can improve the economy of the surrounding community because starting a home business allows lower-middle class people to participate in the business (Ilyasi, 2022). In addition, small businesses can help overcome the country's economic challenges by involving local communities and creating jobs (Harahap et al., 2023; Nurhidayanti et al., 2023). In its role, MSMEs play an important role in economic development, especially in Indonesia. This is because MSMEs can be independent in their economic activities as proof of being able to operate without the support of other parties. This is another company that is considered important because it allows economic actors to compete with other entrepreneurs in the market (Agustina et al., 2020; Hidayat et al., 2024). Lavender Laundry is a small entity engaged in the sale of laundry services located in Singkawang City, which has been running for approximately 9 months.

Over time, Lavender Laundry began to grow little by little followed by various challenges. By starting to collaborate with another business as support. In this MSME, a marketing strategy is also needed in introducing its business activities (Estefany & Latifah, 2022; Sholicha & Oktafia, 2024). Marketing strategy is a way created through managerial and social processes carried out by individuals and groups to achieve desired goals, so that products and services created by individuals and groups can achieve optimal product marketing strategies (Rihayana et al., 2022; 2019; Iwan & Arisman, 2023). A good marketing strategy has a positive impact on the income you expect (Utami & Janah, 2022). The purpose of this study is to determine the right marketing strategy or that is applied in the management of Lavender Laundry business in order to increase business profits. With SWOT analysis can help to determine how the marketing strategy is appropriate or right on target. The application of marketing strategies in this business are; price, place, and promotion.

1.2 Research Problem

Based on the background described, the research problems in this study are as follows:

1. What marketing strategies are implemented by Lavender Laundry to increase business profits?
2. What are the internal and external factors that influence the marketing strategy at Lavender Laundry?
3. How can a SWOT analysis be used to identify the strengths, weaknesses, opportunities, and threats in Lavender Laundry's marketing management?
4. What is the impact of the marketing strategy implementation on Lavender Laundry's performance and profitability during its 9 months of operation?
5. How can Lavender Laundry address the challenges related to its business location and limited facilities to improve its competitiveness in the market?

1.3 Research Objectives

The objectives of this study are as follows:

1. To identify and analyze the marketing strategies implemented by Lavender Laundry in order to increase business profits.
2. To examine the internal and external factors that influence the marketing strategy of Lavender Laundry.
3. To evaluate the application of SWOT analysis in determining Lavender Laundry's strengths, weaknesses, opportunities, and threats in its marketing management.
4. To assess the impact of the implemented marketing strategies on the performance and profitability of Lavender Laundry over the 9-month period of its operation.
5. To propose solutions for Lavender Laundry to address its business location challenges and limited facilities to enhance competitiveness in the market.

1.4 Research Contribution

1.4.1. Theoretical Contribution

This research contributes to the development of SME marketing concepts, particularly in service sectors like laundry, and enriches the literature on SWOT analysis in SMEs. It also provides insights into how internal and external factors shape marketing strategies.

For students, the study offers practical knowledge of SME marketing strategies, demonstrating the real-world application of marketing theories like SWOT analysis. It enhances analytical skills by examining factors affecting marketing success and serves as a reference for future research on SME marketing and management.

1.4.2. Practice Contribution

This research provides practical contributions that can be implemented by Lavender Laundry and other SMEs. The findings offer valuable insights and recommendations for Lavender Laundry to enhance its competitiveness and profitability, addressing both internal and external challenges. Additionally, the study provides practical solutions to overcome business challenges, such as location and facility limitations, guiding Lavender Laundry in improving operational efficiency and refining marketing strategies. Furthermore, the research serves as a useful reference for other SMEs seeking to develop or adapt their marketing strategies in response to evolving market conditions, helping them grow and thrive in a competitive business environment.

1.5 The Contextual Framework

The contextual overview that will be discussed in this study consists of five chapters. chapters as for the explanation of these chapters :

Chapter I introduction, in this chapter explains the introduction of this research in the form of background, formulation of problems to be raised, objectives of the research, research contributions and contextual overview.

Chapter II literature review, in this chapter describes the literature review, empirical studies, and framework of thought.

Chapter III research methods, in this chapter describes the type of research, research object, population and sample, data sources, data collection methods, research stages, and analysis tools.

Chapter IV Discussion and research results

Chapter V conclusions and suggestions