

## MARKETING STRATEGY ANALYSIS TO DEVELOP BUSINESS USING SWOT ANALYSIS METHOD

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### Abstract

Rich Mango Thai is an MSME engaged in the culinary business by selling processed mango juice and other fruit. The location of this business is very close to other beverage businesses, so the owner must have the right marketing strategy in order to win the market. Since its establishment in May 2022, Rich Mango Thai has been selling products that are very popular with the public. However, based on the sales data obtained, sales from May 2022 to April 2023 tend to decline. This research aims to understand the marketing strategy used by Rich Mango Thai in developing a business. This type of research uses a qualitative descriptive methodology. Primary and secondary data are the types and sources used, and interviews and observations are used as data collection methodologies. A descriptive analysis of the data is used, and the idea of the 4P Marketing Mix (Product, Price, Place, Promotion) is mentioned. The researchers also conduct a SWOT analysis in assessing alternative strategies that can be implemented. SWOT analysis is also useful for finding out the strengths, weaknesses, opportunities, and threats possessed by Rich Mango Thai. The researchers also describe an analysis of Sharia marketing based on 3 paradigms namely Sharia Marketing Strategy to win Mind Share, Sharia Marketing Tactic to win Market Share, and Sharia Marketing Value to win Heart Share. In the final analysis, Rich Mango Thai is in quadrant I and has the main alternative strategy, namely the SO strategy, besides that Rich Mango Thai fulfills the character and paradigm of Sharia marketing.

**Keywords:** Marketing, SWOT, Marketing Mix, Sharia Marketing

## INTRODUCTION

Currently, the culinary industry is experiencing rapid development. This is marked by the many types of new processed food that are served, especially in MSME businesses. Culinary business activities are activities carried out to earn profits by utilizing existing food raw materials (Artha, 2019). The marketing strategy in this case is an important step to introduce products to consumers and is related to the benefits that the company gets. Companies which have started to recognize that marketing is an important component in achieving their goals will be aware of the new marketing techniques and ideas involved, as well as the fact that these marketing ideas strive to meet customer demands and needs.

The marketing sector is very important for implementing company strategy because marketing strategy is an important component of company success. If businesses want to maintain and increase sales of the goods or services they provide, this can be done (Hikmawan, 2022). The company's position in the market can be improved or maintained by executing an accurate marketing plan through exploiting opportunities to increase sales.

Companies can examine the components of the marketing mix to help them choose the best and most effective marketing plan to use. This is important because customers often consider the marketer's mix when choosing which products to buy. It can increase sales and take market share with effective product promotion. In this case, rest assured that the business will make as much money as possible.

Rich Mango Thai is an MSME business engaged in the culinary business by selling processed mango juice. The location of this business is also close to other processed drinks, which means that the owner must have a strategy so that he can excel and the product can be recognized by customers. This MSME is a business that was just established in May 2022 and is immediately popular with the community. Rich Mango Thai experienced growth and a decline in sales from when it first opened until now. Rich Mango Thai faces several difficulties in the area of product marketing because the boba drink industry dominates product sales and the level of competition. Rich Mango Thai uses marketing by

creating TikTok content, asking for feedback from customers through their stories and promos at the start of the opening. Sales data can be seen in Table 1.

**Table 1**  
**Sales from May 2022 to March 2023**

No	Month/ Year	Number of Menus Sold			Total Sales
		Mango	Avocado	Dragon fruit	
1	May 2022	100	70	60	230
2	June 2022	95	75	80	250
3	July 2022	80	48	52	180
4	August 2022	52	60	48	160
5	September 2022	60	40	50	150
6	October 2022	80	123	74	277
7	November 2022	70	112	95	277
8	December 2022	84	95	81	260
9	January 2023	85	89	69	255
10	February 2023	60	44	74	184
11	March 2023	78	80	76	234
12	April 2023	67	76	78	221

Source: Rich Mango Thai Sales Data from May 2022 – April 2023

Based on the data in Table 1 above, the Rich Mango Thai problem is a decline in sales from July 2022 to September 2022, as well as from December 2022 to April 2023. This could have happened due to ineffective content on the TikTok platform used or because of the inconvenient location. effort for customers, lack of service by sellers, and frequent unavailability of menus due to the difficulty of obtaining raw materials. However, it will increase in October 2022.

The research was conducted (Rusilowati & Jaya, 2019) using the SWOT data analysis method. This study identified the condition of PT. Altrak 1978 uses SWOT analysis factors in the form of Strengths, Weaknesses, Opportunities, and Threats. The result of this study is that the previous researchers wrote down the factors of each indicator and wrote down the existing alternative strategies. This research has limitations in which

this research does not describe the 4P marketing mix, does not use a SWOT matrix, and does not use a SWOT analysis diagram.

Research conducted by (Pramono, Suryahadi, & Trilaksani, 2019) using the SWOT data analysis method, External and Internal Environmental Analysis, Internal External Matrix, SWOT Matrix, and making selected strategies using the SWOT Matrix. The results of this study are that the Siamese catfish seed business has an alternative priority strategy, internal factors have a large influence on business development and a diversification strategy is obtained in the SWOT matrix. This research has limitations, namely, it does not use a SWOT Analysis diagram as a way of selecting alternative strategies for business development and does not describe the company's internal and external analysis.

The research was conducted (Chandra, 2019) using the SWOT analysis method. The research analyzes the condition of Pak Ulis' Ayam Penyet Restaurant. This study uses SWOT analysis factors in the form of Strengths, Weaknesses, Opportunities, and Threats. This study also describes the SWOT matrix for selecting strategies to win the market competition. In the results of this study, the previous authors suggested using the strategy obtained from the SWOT matrix. This study has limitations, namely not describing a SWOT diagram to choose a strategy to compete. Previous researchers also did not describe how internal and external analyzes were made and their relationship to the SWOT matrix. Previous studies have looked for alternative strategies for competition, not business development.

Research conducted (Sianturi, 2020) using SWOT analysis to find strategies to win the market competition. This study analyzes the strategies that can be used by SMEs in winning the competition. It uses market and comparative analysis to obtain alternative strategies from the SWOT matrix. The limitation of this research is not using a case study from a business so the strategy obtained is not suitable because every MSME business is different.

Based on the problems and research that have been described, the researchers' goal is to analyze Rich Mango Thai's business in order to obtain alternative strategies for developing

Rich Mango Thai's business. The researchers use internal-external analysis (EFAS/IFAS), SWOT analysis, SWOT analysis diagrams, and SWOT Matrix. The researchers also include the 4P marketing mix and Islamic Marketing analysis.

## **REVIEW OF LITERATURE**

### **Marketing**

(Rusdi, 2019) said marketing is directed to efforts to satisfy the needs and desires of consumers to obtain the expected benefits through exchange or transaction processes. But not all types of marketing are commercial. Service marketing is one of them. Service marketing often involves people and groups exchanging valuable services.

(Angraini, Muhtarom, & Safaatilla, 2019) state different social, cultural, political, economic, and managerial elements impact the entire marketing process. Marketing, namely the process of producing, providing, and transferring value from the initiator to its customers guides the company's strategy (Dika Hikmawan, 2022).

### **Marketing Strategy**

Strategy is the whole idea of how to structure the company itself and conduct all its operations with the aim of running a successful and competitive company that pays dividends to shareholders (Rusdi, 2019). Experts define marketing strategy in various ways, similar to how they define marketing (Nainggolan, 2023)..

The strategy uses tools to achieve long-term goals is a possible course of action that requires significant corporate/organizational resources and top management choices (Tambunan, Sukmono, & Anggrean, 2021). In addition, he underlined that strategy focuses on the future and affects the long-term profitability of a company or organization.

Companies can use marketing strategies to thrive in the face of increasingly fierce competition by offering the best goods and services to satisfy their clients and cultivate strong brand loyalty (Sulaiman & Lestari, 2020). This is also the same as according to (Atmoko & Hadi, 2018) who states that marketing strategy provides direction in terms of market segmentation, target market identification, positioning, and marketing mix.

## Marketing Mix

Businesses are ready to start preparing specifically for the marketing mix, one of the key ideas in contemporary marketing, after developing their entire marketing strategy. The set of factors that a company can control and exploit to affect customer response in its target market makes up the marketing mix, which is defined as the set of tactical marketing tools that a company blends to achieve its desired response. To successfully execute a marketing strategy, organizations must integrate and coordinate these factors or actions.

Identifying different target markets is the most fundamental step in creating a successful marketing mix strategy. Although not a component of the marketing mix, the target market is very important in determining the various marketing mix strategy techniques used. All marketing mix efforts are centered on the target market (Rahmawati, Handayani, & Fauzia, 2019).

According to (Ningtias & Soemarso, 2019), products, price structures, promotional activities, and distribution methods are the basic activities that make up the marketing mix, which is defined as a mix of these four factors. There are several marketing mix variables, namely: **a) Products**. Products are anything that can satisfy the wants and aspirations of customers. Something that may be advertised to a market to attract interest in it to eventually be bought, used, or consumed to satisfy a need or demand. The product strategy is carried out by companies in product development, including determining mottos and logos, creating brands, making packaging, and making labels; **b) Price**. Price is the amount needed to buy various products and services simultaneously. Given that price is one of the factors that influence the behavior of items and services provided, pricing is something that should not be overlooked. The product supplied will suffer if prices are chosen inappropriately, and this can result in poor market sales. As a result, a company's pricing decisions are intended to fulfill a number of objectives; **c) Promotion**. Promotion is a strategy used to get customers to learn about and become familiar with the items a business is offering them, which will entice them to try and buy those items. Through this advertising campaign, the business hopes to increase awareness of all its goods and

services, both directly and indirectly. Without product promotion, it will not be known by customers and has high appeal; **d) Place.** Place is a business venture that makes products accessible to the target market. The interconnected business chains that are visible to each other while preparing goods or services for use or consumption are referred to as places. Location refers to the location of the main business and operations headquarters. Companies must choose locations that are easily accessible, or strategic.

### **Sharia Marketing**

Sharia marketing is a type of advertising that complies with Islamic legal precedents and is based on Islamic values and concepts. Good marketing in Islam has a transcendental connotation which refers to what is done by those who uphold Islamic law (Yulia, Srisusilawati, & Wahyudi, 2019). In Islam, marketing has a higher purpose than just making money: it functions to earn the pleasure of Allah. Islamic law also stipulates separate procedures and guidelines for disbursing funds, such as zakat on certain assets, alms, and giving gifts under certain conditions. Marketing initiatives that are in accordance with the survival of human beings who have morals, morality, and civility will be overseen by the Islamic *muamalah* system with clear beliefs (Arif, Nisah, & Hermawan, 2020).

Sharia Marketing has 3 paradigms, namely: a) Sharia Marketing Strategy to Win Mind Share. In this Islamic Marketing approach, segmentation as a mapping approach should be carried out as a first step in investigating a market that changes regularly. This company must do market segmentation, targeting, and product positioning; b) Sharia Marketing Tactic to Win Market Share. After obtaining a different position in public perception, the business must separate itself from other similar businesses. Because of this, it is important to differentiate in terms of content (what is provided), context (how it is offered), and infrastructure (including staff, facilities, and technology) as key techniques; c) Sharia Marketing Value to Win Heart Share. According to Islamic Marketing Value, no strategy or method that is not accompanied by the value of the goods or services provided will be successful.

## RESEARCH METHOD

Because this study aims to describe a fact or reality of a particular social phenomenon as it is and present a subjective picture of a situation or problem that may be experienced, the researchers use descriptive research using qualitative data types in this study. This is in accordance with the type of research that aims to provide an overview of the marketing tactics used by Rich Mango Thai MSME businesses to increase sales volume.

The role of the resource person is very decisive in qualitative research as an expert who has knowledge. In this case, the researchers and the resource person are in the same position, and the source person does not only answer the researchers' questions but also has a direction and taste for how he/she presents the information conveyed.

Data collection techniques used are: a) Interviews, to collect the data needed by the researchers, in-depth interviews with selected informants were conducted in this study and focused on certain issues. Interviews were conducted with business owners and customers who had purchased products more than once. The results obtained from the interviews are business conditions, marketing techniques, processing of raw materials, and knowledge of marketing in Sharia that can be used in SWOT, Strength, Weakness, Opportunity, Threat, and 4P marketing mix factors. The researchers also conduct interviews with several buyers who have purchased more than once; b) Observations were carried out through a series of observations after the researchers conducted interviews at the research location. In this study, the researchers used passive role observation techniques where observations can be made directly or indirectly. The researchers make observations in the area around the business to see the competition that exists between Rich Mango Thai and other beverage businesses. The researchers also see various services in serving customers; c) Documentation, to document information accurately, this approach gathers information about the study item from several sources. This paper was made using sales information that the author obtained from the owner of the company. The data obtained from the documentation includes the results of questionnaires and business sales data.

Questionnaires were conducted with owners to analyze the condition of external factors and questionnaires with buyers who have made purchases more than 1 time to analyze internal factors.

The data analysis technique used is SWOT analysis. Researchers use SWOT analysis because this analysis is able to develop an awareness of which factors are used in making business decisions or establishing business strategies so as to improve business processes and growth. SWOT analysis is a technique that uses four important components to gather as much data as possible when creating a company (Yurianto, 2019). The elements in question include strengths, weaknesses, opportunities, and threats (Marginingsih, 2019). Here's the explanation: **a) Strength**, advantages over competitors in the market, for example, or benefits that the company can manage. Strong points will be used to combat any threats and advance the company internally; **b) Weaknesses**, are the factors that prohibit projects or corporations from addressing the wishes of clients or consumers. Every company has weaknesses, but they must be able to identify them and use them to create defenses against external threat; **c) Opportunities**, that arise outside the business or initiatives resulting from these opportunities can be utilized to help businesses grow and become more competitive. Such opportunities may arise as a result of market developments or changes in the technology used; **d) Threats**, are anything that harms the business or might cause problems in the future. By understanding hazards, businesses can identify barriers that must be overcome and take steps to reduce or eliminate them.

This SWOT analysis method is basically a way to detect different circumstances based on strategic planning. Theoretically, after recognizing the problem, there needs to be an understanding among interested parties about what is desired for this problem in the future, and what parts or elements need to be corrected, reduced, or even replaced, so an analysis process is needed that is primarily based on maps. SWOT condition of the problem (Sholeh & Hartono, 2022).

The weight of each indicator from internal and external factors is obtained from a questionnaire given to owners and customers. By using a priority scale with a value of 4

(very important), 3 (important), 2 (moderately important), and 1 (slightly important), the weight of each indication can be calculated based on internal and external considerations. Negative variables are assigned opposite values, namely 1, 2, 3, and 4, for very important, important, moderately important, and slightly important, respectively. After that, the total number of respondents in one indicator is divided by the total number of internal/external factor respondents while the rating is determined from the level of influence of these factors on the company.

## **RESULTS AND DISCUSSION**

### **Sharia Marketing Analysis**

Rich Mango Thai in the Sharia marketing paradigm wins mind share. This is proven by sales that always reach the target so that consumers are loyal and buy more than one product. Rich Mango Thai fulfills market share because the owner uses the TikTok platform to create viral content on TikTok to market the products and beverage products offered that are different from what competitors sell around the business. Rich Mango Thai won the heart share because the owner always maintains the cleanliness of the place of business and uses good quality mango and other fruit raw materials so that many consumers become loyal and offer products to their friends resulting in indirect marketing.

### **Marketing Mix 4p**

#### **Product**

Anything that is available in the market in an effort to attract customers, users, or consumers and satisfy their wants or requirements is referred to as a product. In this case, Rich Mango Thai uses high-quality mangoes from Java and other good-quality raw materials. The owner also uses good quality cream and ice and clean and attractive packaging.

#### **Price**

The price of a product or service is a determining factor for market demand; Pricing also impacts a company's ability to compete and its market share. Pricing will benefit the business by generating revenue and net profit. The company's marketing strategy can also

be influenced by the pricing of an item. Rich Mango Thai prices are based on Total Cost + margin which makes it the selling price but the selling price that is issued is in accordance with the quality of the product and the taste of the drink that can relieve fatigue.

### **Promotion**

Promotional activities in Rich Mango Thai are activities that are very important in marketing their products and expanding market share. Some of the marketing strategies carried out are marketing products on the TikTok platform and creating content. The owner also asks customers to review products on their respective Instagram stories. Another promotion that was carried out was by giving discounts in the first week of selling and asking the owner's friends for help with promotions on Instagram stories.

### **Place**

The place chosen for the location to sell is on the *Tempuling* road because it is very strategic because many college students rent houses or boarding houses around the *Tempuling* and the roads are often busy when they come home from work or go home from college. When the stock of fruit runs out, you can buy it at the MMTC market before sales open.

### **SWOT Strategy Analysis**

SWOT analysis is a qualitative research method tool that is used to systematically discover various aspects and develop a plan to increase the sales volume of a company's products. This analysis is based on reasoning that can simultaneously reduce harm and weaknesses while maximizing opportunities and strengths. At this point, IFAS, EFAS, Cartesian diagram, and SWOT matrix are the component models used. The importance of each element (strengths, opportunities, weaknesses, and threats) will be determined beforehand when the IFAS and EFAS matrices have been created.

### **IFAS**

The internal elements of the company, including its strengths and weaknesses, are subject to this examination. Before making a Summary Table of Internal Strategic Factor

Analysis, it is very important to know the internal factors that are specific to the company as follows:

The first step is to identify the elements that contribute to the company's strengths and weaknesses. Each asset can be evaluated in terms of the organization's capacity to carry out business activities and meet the stated objectives. From the results of interviews with the owner of Rich Mango Thai, it can be seen that the internal strategic factors in the company are as follows: a. The factors that become strengths are: always achieving sales targets, the raw materials used being of good quality, the place of business being clean, and taking advantage of the Tiktok platform to create viral content on Tiktok to market products. b. Factors that become weaknesses for the company, namely: few menu choices, narrow business space, and less seating.

After identifying the strengths and weaknesses of each trader, the next step is to weigh each component. The weight value is obtained from the results of the questionnaire given to customers who have frequently purchased the product. After that, it is added up and divided by the value of each factor by the total number of internal factors.

The rating of each component will be decided when the weights have been assigned. The strength component is rated on a scale from 1 (below average) to 4, with 4 being very good. In terms of how to assess strength, specifically: A rating of 1 to 4 corresponds to the following: a. strength below average competitors; B. the average strength is equal to rivals; C. strength above the average of competitors; and D. significantly greater strength than competitors. Then the factor in the form of weakness is the opposite: a. Rating 1 = very big weakness compared to competitors, b. Rating 2 = weakness above the average competitor, c. Rating 3 = the average weakness is the same as competitors, d. Rating 4 = weakness below the average competitor. The rating is obtained based on the level of influence of these factors from the company.

An examination of each trader's internal environment is combined to obtain a final score by multiplying each trader's internal factor-weighted average by the rating received.

**Table 2**  
**IFAS**

Internal Strategic Factors	Respondents										Amount	Weight	Ratings	Score
	1	2	3	4	5	6	7	8	9	10				
Always achieve sales targets	4	4	3	4	4	4	3	3	4	3	36	0.19	4	0.76
The raw materials used are of good quality	3	4	4	3	3	4	4	4	3	3	35	0.18	4	0.72
The place of business is quite clean	4	4	4	4	4	3	3	4	4	4	38	0.2	3	0.6
Utilizing the Tiktok platform to create viral content on TikTok to market products	3	3	4	3	3	4	3	3	4	3	33	0.17	4	0.68
<b>Weakness</b>														
Few menu choices	1	2	1	2	2	2	1	1	1	1	14	0.07	1	0.07
Narrow business space	2	2	3	3	1	2	2	1	2	1	19	0.1	2	0.2
Less seating	1	2	1	2	2	1	1	2	2	2	16	0.09	2	0.18
<b>Total</b>											191	1		3.21

Source: Questionnaire Data to Customers

Through the results of the analysis of the table above, it can be understood that the internal strategic factor score is 3.21. The strength factor lies in always achieving the sales target of 0.76. The biggest weakness factor owned by Rich Mango Thai is the small number of menu choices, narrow business space, and less seating, each of which is 0.05.

### EFAS

It is very important to be aware of the external variables that affect the company to study them in this analysis by making a Summary of External Strategic Variables Analysis. The following are the stages of determination:

The first stage is carried out by identifying variables that translate into opportunities and dangers for traders. Each opportunity can be evaluated based on the benefits it can

offer, or how attractive the opportunity is. Conversely, opportunities that can harm the company must also be taken into account because threats can come from various factors related to the market. The results of interviews with the owner of Rich Mango Thai can be seen where the external strategic factors of the trader are: a. Factors that become opportunities namely good product quality, having loyal customers and buying more than 1 unit of product, and good relationship with consumers. b. The factors that pose a threat are the existence of other businesses that also sell drinks and the difficulty of getting raw materials due to long distances.

After identifying the strengths and weaknesses of each trader, the next step is to weigh each component. The weight value is obtained from the results of the questionnaire given to customers who have frequently purchased the product. After that, it is added up and divided by the value of each factor by the total number of external factors.

The rating of each component will be decided when the weights have been assigned. The opportunity factor scale ranges from 1 (below average) to 4 (very good). In terms of how to assess opportunities, in particular: Rating 1 = opportunity below the average competitor, Rating 2 = opportunity on average equal to competitors, Rating 3 = opportunity above the average competitor, Rating 4 = very big opportunity than competitors then factors in the form of a threat, namely the opposite: Rating 1 = very big threat than competitors, Rating 2 = threat above the average competitor, Rating 3 = threat on average equal to competitors, and Rating 4 = threat below the average competitor. The rating is generated from the level of influence of these factors on the company.

In the final step, the total score of the company's external environmental inspection is calculated by dividing the weighted average of all external elements by the rating received.

**Table 3**  
**EFAS**

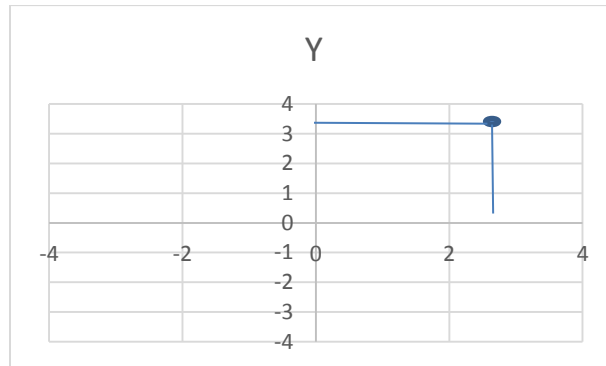
External Strategic Factors	Respondents				Amount	Weight	Rating	Score
	1	2	3	4				
<b>Opportunity</b>								
Consumers who buy more than one product	4	4	4	4	16	0.27	3	0.81
Have loyal customers	4	3	3	4	14	0.24	4	0.96
A good relationship with consumers	3	4	3	4	14	0.24	4	0.96
<b>Threat</b>								
There are other businesses that also sell drinks	3	2	2	2	9	0.15	1	0.15
It is difficult to get raw materials due to long distances	1	2	2	1	6	0.1	1	0.1
<b>Total</b>					59	1		2.98

Source: Questionnaire Data to the Owner

From the analysis of the table above, it can be seen that the score is 2.98. The biggest opportunity factor owned by Rich Mango Thai is having loyal customers and good relationships with consumers with a score of 0.96 each. While the biggest threat is the existence of other businesses that sell drinks with a score of 0.15. This is because competitors who sell drinks in the form of boba ice have more menus.

Based on the calculation results, the internal factor of strength possessed by Rich Mango Thai gets a score of 3.21, where the strength factor gets a total score of 2.76, the strategy factor gets a score of 0.45, and the difference between the two factors is 2.31. For external factors, Rich Mango Thai gets a total score of 2.73, where the opportunity factor gets a total score of 2.73 and the threat factor gets a total score of 0.25 and the difference between the two factors is 2.48.

**Figure 1**  
**Quadrant Cartesius of Rich Mango Thai**



Source: IFAS and EFAS Calculation Results

Through the previous Cartesian diagram, it is very clear that Rich Mango Thai is in quadrant I (growth) which states that this business is classified as a business that can still develop when compared to the beverage businesses around the business. In the final step, the total score of the company's external environmental inspection is calculated by dividing the weighted average of all external elements by the rating received.

### **SWOT MATRIX**

The SWOT matrix, namely the strengths, weaknesses, opportunities, and dangers contained in internal and external elements, is used to create a matrix. This SWOT analysis explains how the opportunities and threats of the company's external environment can be modified to take into account its strengths and weaknesses. Data from the table of internal and external strategic elements are used in the analysis using the SWOT matrix approach of Rich Mango Thai.

**Table 3**  
**SWOT Matrix**

<p style="text-align: center;"><b>INTERNAL</b></p> <p style="text-align: center;"><b>EXTERNAL</b></p>	<p><b>POWER(S)</b></p> <ol style="list-style-type: none"> <li>1. Always achieve sales targets</li> <li>2. The raw material is high caliber.</li> <li>3. The place of business is quite clean</li> <li>4. Utilizing the Titok platform to create viral content on TikTok to market products</li> </ol>	<p><b>WEAKNESSES (W)</b></p> <ol style="list-style-type: none"> <li>1. Few menu choices</li> <li>2. Narrow business space</li> <li>3. Less seating</li> </ol>
<p><b>OPPORTUNITY (O)</b></p> <ol style="list-style-type: none"> <li>1. Consumers who buy more than one product</li> <li>2. Have loyal consumers</li> <li>3. Good relationship with consumers</li> </ol>	<p><b>SO STRATEGY</b></p> <ol style="list-style-type: none"> <li>1. Improve product quality to take advantage of prospects for many regular customers and promotions through their social media</li> <li>2. Maintain store cleanliness and good relations with customers</li> </ol>	<p><b>WO STRATEGY</b></p> <ol style="list-style-type: none"> <li>1. Add menu options</li> <li>2. Overcoming the narrowness of business space by adding branches or looking for a new place of business with a more strategic and wider place so that you can add more seats</li> </ol>
<p><b>THREAT (T)</b></p> <ol style="list-style-type: none"> <li>1. There are other businesses that also sell drinks with many menu variants</li> <li>2. It is difficult to get raw materials due to long distances</li> </ol>	<p><b>ST STRATEGY</b></p> <ol style="list-style-type: none"> <li>1. Improving product quality, making promotions, and maintaining good customer relations in order to be superior to competitors.</li> <li>2. Always maintain cleanliness</li> </ol>	<p><b>WT STRATEGY</b></p> <ol style="list-style-type: none"> <li>1. Always innovate regarding products so customers don't feel bored with a small menu</li> <li>2. Look for other alternatives to avoid losing consumers because products are hard to come by so consumers lose trust if they don't get the product they want</li> </ol>

Source: (Priyambodo & Samanhudi, 2021)

Of the four possible alternative strategies above, the strategy that the researchers can suggest based on IFAS/EFAS analysis, Cartesian diagrams, and SWOT Matrix is the SO strategy because Rich Mango Thai's business is in quadrant I which indicates the

business can continue to grow. SO strategy is a tactic that utilizes strengths to seize business opportunities, including: a) Take advantage of opportunities for many loyal consumers by improving product quality and promotions through their social media. With so many loyal customers and improving product quality, Rich Mango Thai will have a lot of potential to increase revenue and grow into other markets; b) Maintain store cleanliness and good relationship with customers. This will make customers comfortable when waiting for the finished product to be served and will make customers comfortable ordering because of good service.

This is according to the research (Priyambodo & Samanhudi, 2021), where this research states that the Depot Ira Jaya Restaurant business has decreased turnover 6 times and increased turnover 5 times in 2019, and in 2020 there has been a decreased 4 times and increased 3 times. The results show that Depot Ira Jaya Restaurant is in quadrant I and has the main alternative strategy, namely the SO strategy.

## **CONCLUSION**

In carrying out the marketing strategy Rich Mango Thai applies the 4P marketing mix consisting of product strategy, price strategy, promotion strategy, and place strategy. Based on the analysis of internal and external strategies, Cartesian diagrams, and also the SWOT matrix can be generated if an alternative strategy that can be implemented by Rich Mango Thai is a growth strategy where Rich Mango Thai can take advantage of the opportunity for many loyal consumers to improve product quality and promotion through their social media. Another SO strategy is maintaining store cleanliness and good customer relations. This will make customers comfortable when waiting for the finished product to be served and will make customers comfortable ordering because of good service.

In the indicator of the Sharia marketing paradigm, Rich Mango Thai in the Sharia marketing paradigm wins mind share. This is proven by sales that always reach the target so that they have loyal consumers and buy more than one product. Rich Mango Thai fulfills the market share because the owner utilizes the TikTok platform to create viral content on TikTok to market the products and beverage products offered are different from what

competitors sell around the business. Rich Mango Thai won heart share because the owner always maintains the cleanliness of the place of business and uses good quality mango and other fruit raw materials so that many consumers become loyal and offer products to their friends resulting in indirect marketing.

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