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## SWOT ANALYSIS IN CAKE SALES AT ANA BAKEURY CAKE SHOP IN AMPENAN DISTRICT, MATARAM CITY

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### Abstract

*This study aims to analyze marketing strategies to increase cake sales at the Ana's Bakery cake shop in the Ampenan sub-district, Mataram City. This type of research is descriptive quantitative by analyzing the data obtained through interviews with the application of the case method, namely the case that occurred at the cake shop Ana's Bakery in the Ampenan sub-district, Mataram City.*

*The results of the study indicate that business opportunities to increase cake sales can be implemented through a marketing strategy with SWOT analysis, namely, Based on the SWOT analysis that has been carried out regarding the opportunities, threats, strengths and weaknesses of Ana's Bakery Cake Shop, the results show that it has great opportunities due to demand and the need for ready-to-eat food in Mataram is increasing, so that this condition must be utilized by Ana's Bakery Cake Shop in an effort to develop its business such as by improving product quality and service quality provided to customers so that customers feel satisfied and ultimately loyal to Ana's Bakery Cake Shop. Furthermore, based on the results of the SWOT analysis conducted, it was also found that Ana's Bakery is facing a threat where there are more and more similar companies, both new competitor companies and companies that have been established for a long time.*

*The management of Ana's Bakery Cake Shop should pay attention to the company's internal factors and company external factors, especially internal factors, namely strengths and weaknesses, must be managed optimally.*

*It is suggested to Ana's Bakery Cake Shop to carry out promotional activities so that information about the company can be easily known by customers, both new customers and old customers.*

**Keywords:** Strategy Analysis, Cake Marketing, Ana's Bakery

## 1. INTRODUCTION

### Background

Marketing strategy is very important for companies where marketing strategy is a way to achieve the goals of a company. So to run a business it is necessary to develop a marketing strategy. Staple foods that humans really need to fulfill their body's nutrition

every day, such as rice, cakes, fruits, vegetables and others that are very important for humans are very suitable to be made into a competitive business, especially in the city of Mataram. This research is entitled Analysis of Marketing Strategies to Increase

Sales at Ana's Bakery, where the problems that arise and become the aim of this research are to analyze the management strategies that have been implemented by the company to improve service quality and customer satisfaction, with this goal it can indirectly be used as material consideration in determining subsequent policies for the development and progress of the company.

According to Kotler (2003), marketing is important in running an agricultural business because marketing is an economic action that affects the high and low income of farmers. A lot of production will be wasted because of the low market price. Therefore high production does not absolutely provide high yields or profits without being accompanied by good and efficient marketing (Kotler, 1992).

Marketing is a process of activity that is influenced by various social, cultural, political, economic, and managerial factors. As a result of the influence of these various factors, each individual and group obtains needs and desires by creating, offering, and exchanging products that have commodity value (Rangkuti; 2017). Marketing of cake sales at Ana's Bakery shop is important to do because the amount of production produced without product marketing will have an impact on sales results.

To increase cake sales at the Ana's Bakery cake shop, an accurate strategy is needed, considering that the trade competition in commodity processed cakes and pastries in the city of Mataram is very competitive, therefore an analysis of marketing strategies is needed in order to increase cake sales at Ana's Bakery cake shop.

Research entitled Analysis of Product Marketing Strategies in Increasing Sales at Ana's Bakery To overcome the problems mentioned above, the company should adopt an effective marketing strategy and in accordance with the funds it has. In addition, the company must also evaluate the marketing activities that have been carried out, namely selling personnel and direct marketing. So the existing promotion must be activated and add to the promotion which is relatively cheap and effective, namely through advertising. Based on the SWOT matrix, it can be concluded that several developments through consideration of the company's internal and external factors were found to be beneficial for the progress of Ana's Bakery.

### Formulation of the problem

"What is the marketing strategy implemented by Ana's Bakery Cake Shop to increase sales".

#### Research purposes

- To find out the total production of Ana's Bakery cakes during the 2022 quarterly period
- To analyze the marketing strategy implemented by Ana's Bakery to increase sales.

### Benefits of research

This research is expected to provide benefits for the further development of the Ana's Bakery cake shop in increasing sales. The results of this study can be used as a consideration for making decisions regarding the marketing strategy to be implemented and to determine the competitiveness of similar products with other different companies.

## 2. LITERATURE REVIEW

### 2.1. Theoretical Basis

#### 2.1.1. Definition of Marketing

Marketing in principle is the flow of products from producers to consumers. This flow forms a marketing channel and can occur because marketing institutions play a role in distributing products from producers to consumers. The existence of a marketing agency for each marketing channel that is formed will cause price differences from producers to final consumers. Marketing institutions will incur costs and take profits, and essentially consist of costs for carrying out marketing functions such as transaction/exchange functions, logistic/physical functions and facility functions (Tjiptono and Anastasia, 2016).

According to Rangkuti (2017: 101), "marketing is a process of activity that is influenced by various social, cultural, political, economic, and managerial factors. As a result of the influence of these various factors, each individual and group obtains needs and desires by creating, offering and exchanging products that have commodity value.

#### 2.1.2. Definition of Marketing Strategy

According to Assauri (2013: 15), "Marketing strategy is a set of goals and objectives, policies and rules that guide a company's marketing efforts from time to time, at all levels and references and allocations, especially the company's response to the ever-changing environment and competitive conditions."

#### 2.1.3. Factors - Factors Marketing Strategy

According to Tjiptono (2010: 8), "the ability of the company's marketing strategy to achieve any changes in market conditions and cost factors depends on the analysis of the following factors":

- Economic Analysis

In the activity of analyzing economic conditions, business entities can calculate the impact of alternative opportunities on the ability to gain profits and include an analysis of the required commitments, BEP or Break Even Point analysis, assessing risks and benefits as well as analysis of the economic aspects of competing business entities.

- Environmental factor

Company activities must also be adjusted to government regulations and population growth in an area in an effort to find out the impact on technological advances, inflationary progress and lifestyles, these factors must be taken into account depending on the goods and market of the business entity.

- Consumer behavior

This factor greatly contributes to the development of a product, what the design looks like to the price set and the distribution channel chosen. This factor analysis can be done in observational activities or survey research.

- Market Factors

Every business that is carried out must always consider aspects such as market size, development cycle, distribution channels, consumer behavior patterns and distribution of market segmentation and unfulfilled opportunities.

- Competition

In relation to the competition that occurs, every business entity must understand very well about who is its competitor, what is the position of their product, what strategy is used, the strengths possessed, the weaknesses possessed by competitors, the competitor's financing system and the capabilities of competitors in producing.

- Company Internal Capability Analysis

Each business entity must conduct an assessment of its relative strengths and weaknesses against its competitors where the assessment can be based on aspects including financial condition, strengths and technology.

#### 2.1.4. Marketing Indicators

Fundamental decisions regarding costs incurred, marketing activities, marketing mix and marketing allocations are closely related to marketing strategy. According to Kotler and Keller (2012:25) the marketing strategy consists of 4P namely Product, Price, Promotion and Place. A product is anything that can be offered to a market for attention, need, use or consumption to satisfy a consumer want. Price is defined as the amount required to obtain an item or combination of goods, so managers must determine a strategy regarding price because in the marketing mix price is the only factor that can generate profit or income. Place is an effort to guarantee the availability of goods or services that are easily purchased by consumers wherever they are and is one of the goals of marketing policy that must be achieved through a system called a distribution channel.

#### 2.1.5. Definition of Sales

According to Wijaya (2011: 92), "Sales are revenue transactions of goods or services sent by customers for cash imbalances of an obligation to pay". From the definition above it can be interpreted that sales are an activity where buyers and sellers come together to transact, influence each other, and aim to exchange goods or services for money. Sales is the goal of marketing, meaning that the company through its marketing department including its sales force (sales force) will try to carry out sales activities or distribute the products it produces.

#### 2.1.6. Factors Affecting Sales

According to Swastha (2015: 129) "Factors that influence sales include the condition and ability of the seller, market conditions, capital, company organizational conditions, and other factors." Conditions and ability of the seller The activity of buying and selling or transferring the ownership of a product in principle includes two sellers, namely being the first party and the buyer being the second party. The goal is to understand the following important issues: Types and features offered Prices from product sales criteria such as payment, delivery, guarantees and others. Market conditions include a group of buyers or people who are sales targets that can also affect sales activity. There are aspects of the market situation that must be considered, namely:

- Type of market where there are several markets, namely consumer, industrial, seller, government or international markets.
- Buyer groups or market segments
- Purchasing power
- Frequency purchases
- his wants and needs.
- Capital

It can be an obstacle for sellers in selling products if the product is not known to the buyer or if the buyer's place is far from the seller's location.

Organizational Conditions of Business Entities In large business entities, usually constraints in sales are managed in a special section that is handled by special parties who are experts in their fields. Other aspects, such as advertising, campaigns or giving bonuses, often have an impact on sales.

## 2.2. SWOT Analysis

According to Daniel Start and Ingie Hovland 1991 SWOT analysis as strategic planning instrument classic using a framework work strengths and weaknesses as well external opportunities and threats. This instrument provides a simple way to estimate the best way to implementing a strategy. Instrument this helps planners what can be achieved, and what things are they need to pay attention. According to Rangkuti (2006) SWOT analysis is an analysis based on logic which can maximize power (strengths) and opportunities (opportunities), but at the same time you can minimize weaknesses and threats (threats)". Aims to determine realistic, appropriate efforts with the conditions of the company and by because it is easier to achieve each Companies can use techniques SWOT analysis. According to Griffin (2004) SWOT analysis is one step the most important thing in formulate a strategy, with use the organization's mission ascontext, managers measure strengths and internal weaknesses as well external opportunities and threats".

In planning a strategy and analyzing a problem, we often look at several factors that are present around the problem and then map them one by one. From mapping the things that arise from these plans and problems, we will slowly find the right plan and how to solve the problems we face ourselves. How to plan a strategy or analyze a problem, especially in the business sector, will be easier if we find the right way in the analysis process. Using appropriate strategic planning and problem solving methods will make it easier for us to solve the problems we face. One of the best ways we can use is to utilize the methods provided through a series of stages in the SWOT analysis. SWOT analysis is an abbreviation that comes from the four elements in this analysis method, namely Strength which means strength, Weakness which means weakness, Opportunities which means opportunity, and Threats which means threat. Thus, we can interpret SWOT analysis as a strategic planning and problem solving technique that we can use in everyday life, especially for certain business needs or a project. This method emphasizes the importance of the role of internal and external factors in developing strategies for planning ideas and solving problems effectively. SWOT analysis is very useful for Grameds to plan something in a project or business. In simple terms, we can mean that SWOT analysis is a method of planning a strategy by considering and evaluating 4 main components, namely:

#### 1. Strengths

The first component in SWOT analysis is strengths or we can interpret it as strength. From here we can see how many factors are strengths in the business or project we are working on.

#### 2. Weaknesses

The second component in SWOT analysis is weakness or we can interpret it as weakness. From here we can see how many factors are weaknesses in the business or project we are working on.

#### 3. Opportunities

The third component in SWOT analysis is opportunities or what we can interpret as opportunities. From here we can see how many factors are opportunities in the business or project we are working on.

#### 4. Threats

The fourth component in the SWOT analysis is opportunities or what we can interpret as threats. From here we can see how many factors are a threat to the business or project we are working on.

From the four components of SWOT analysis, it can be clearly seen that this analysis method will effectively make it easier for rulers or business people to plan their business which includes an understanding of strengths, weaknesses, opportunities and threats that may arise in a structured and systematic manner. In this way, the parties involved in the business being run can more easily digest, understand and get to know the project or company more closely.

From the use of these four components, we can clearly see how a business based on SWOT analysis-style planning will significantly help the business being run.

Thus, SWOT analysis can really help Grameds in planning various business strategies based on existing important factors so that it will give rise to the right decision making.

### 3. RESEARCH METHODS

#### 3.1. Types of Research

The type of research used is qualitative research, namely defining qualitative research methods are research procedures that produce descriptive data in the form of written or spoken words from people and observable behavior, Boda Taylor (1975).

#### 3.2. Location and Time of Research

This research was conducted at Ana's bakery cake shop, which is located on Jln. Gotong Royong no.15 Central Ampenan, Mataram City, West Nusa Tenggara Province. The time of this research was conducted on 9-15 January 2023.

#### 3.3. Data Collection Methods

##### (1) Interview

Data collection was carried out by asking and answering directly to the party who owns the Ana Cake Shop, to get an overall picture of the marketing strategy activities carried out by Ana Cake Shop

##### (2) Observation

Observation is a way of collecting data by visiting and direct observation at Ana Cake Shop which is located at Jln. Mutual Cooperation no. 15 Central Ampenan, Mataram City, West Nusa Tenggara Province.

##### (3) Documentation

Documentation is done by collecting and obtaining data that already exists and has been previously recorded in the form of sales data from year to year or month to month, the organizational structure of the company, which is very important for this research.

##### (4) Types of Data and Data Sources

#### 3.4.1. Data Types

Qualitative data, is data in the form of a description of a specific event that cannot be measured. Quantitative data is data in the form of values or numbers that can be counted and measured, such as the results of research questionnaires.

#### 3.4.2. Data Source

The source of data used in this study is primary data according to Kuncoro (2009: 145) namely "Data collected directly on the object of research. Secondary data according to Kuncoro (2009:145) is "Data obtained through a recording system".

## 4. Analysis and Discussion

### 4.1. Data Description

Based on sales data obtained during the research period at Ana's Bakery Cake Shop from October 2022 to December 2022, sales data can be presented as follows:

**Table 1. Cake Sales October – December 2023**

No	Bulan	Jumlah Penjualan Perbulan (RP)
1	Oktober	Rp. 26.850.000
2	November	Rp. 27.550.000
3	Desember	Rp. 30.250.000

Based on the table above, you can see Ana's Bakery sales in the last three months. in october able to produce as much as Rp. 26,850,000. Meanwhile, in November, sales rose to Rp. 27,550,000, then in the following month, namely December, sales rose again to Rp. 30,250,000. Thus product sales at Ana's Bakery Cake Shop from October to December have increased. Ana's Bakery is a company engaged in the food sector and has 4 products, namely Donuts, Fried Bread, Steamed Brownies, Baked Brownies and Market Snacks. There are several factors that drive sales of Ana's Bakery Cake Shop, which are as follows:

- a. **Conformity of the product with what consumers want**
  - b. Good product durability
  - c. Able to establish good relations with consumers or customers
- 1) **Strength**
  - Ana's Bakery Cake Shop in Central Ampenan District provides quality products.
  - The product of Ana's Bakery Cake Shop in Central Ampenan District has a good image.
  - Ana's Bakery Cake Shop in Central Ampenan District provides good service to customers.
  - The location of Ana's Bakery Cake Shop in Central Ampenan District is strategic so that it is easily accessible to customers
- 2) **Weaknesses**
  - Ana's Bakery Cake Shop in Central Ampenan District lacks capital so it is constrained in developing its business.
  - Cake shop Ana's Bakery does not have a variety of products.
  - Cake has a fast expiration
- b. **External Factor Analysis**
  - 1) **Opportunity**
    - The Ampenan sub-district which is still part of Mataram City is a potential or opportunity for high demand
    - Ana's Bakery Cake Shop in the Ampenan District is able to retain old and new customers
    - Cake Shop Ana's Bakery can establish good relationships with customers.
    - The high demand for ready-to-eat food by the community.
  - 2) **Threats**
    - There are several similar companies offering the same product in the Ampenan sub-district, especially Mataram City
    - Emergence of new competitors offering the same product at competitive prices.
    - Competitor companies offer competitive prices.

- Competitor companies provide better service to customers.

#### 4.2. SWOT Analysis Matrix

Ana Bakery Cake Shop is a company that provides food in the form of Donuts, Fried Bread, Brownies and Market Snacks. Ana Bakery Cake Shop does not only have opportunities to develop, but also has weaknesses, to see strengths, weaknesses, opportunities and threats at Ana Cake Shop Bakery needs a strategy analysis that can be used as a decision making for the company. In this regard, to analyze opportunities, strengths, weaknesses and threats, a swot analysis summary matrix is used which contains the internal and external conditions of the company which can be seen in the following matrix:

**Tabel 2. Matrik Swot Strategi Penjualan Kue Ana Bakery**

<b>Internal</b>	Strength -Provide quality products. -Have a good image. -Provide good service to customers.	Weakness -Lack of capital so that it is hampered in developing its business. -Lack of having varied products.
<b>External</b>	-Store location is easy to reach for customers	-Cakes have a quick expiration date
<b>Peluang (Opportunities)</b> The Ampenan district is still part of the city of Mataram, which has high potential or opportunity for demand -Can retain old and new customers -Can establish good relationships with customers --High public demand for fast food	S.O. Strategy -The high public need for fast food can result in an increase in sales turnover -Providing the best service can encourage both new and old customers to be loyal to the company. -A strategic company location and good relationships with customers can provide a good image for the company.	W.O. Strategy -By carrying out promotional activities, old and new customers can easily find out the latest developments and information about the company. - With additional capital, it can support the company to further improve the facilities and infrastructure provided considering the increasingly high demand and needs of the community for ready-to-eat fo
<b>Threats</b> -The number of similar companies -New competitor -Competitive prices -Quality service	<b>S.T Strategy</b> The large number of similar companies can encourage companies to provide and maintain quality products compared to competing companies -A good company image can be utilized in facing the emergence of new	The large number of similar companies can encourage companies to provide and maintain quality products compared to competing companies -A good company image can be utilized in facing the emergence of new competitors in the

	competitors in the same market segment. -Improve the quality of service provided to customers by setting competitive prices and strategic company locations so that customers can easily reach t	same market segment. -Improve the quality of service provided to customers by setting competitive prices and strategic company locations so that customers can easily reach t
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#### Strength

- Provide quality products.
- Have a good image.
- Provide good service to customers.
- Store location is easy to reach by customers

#### Weaknesses

- Lack of capital so that it is constrained in developing its business.
- Less has a varied product.
- Cake has a fast expiration

#### Opportunities

- The Ampenan district, which is still part of the city of Mataram, is a potential or opportunity for high demand
- Can retain old customers and new customers
- Can establish a good relationship with customers
- High public demand for fast food S.O
- High public demand for fast food can result in increased sales turnover
- Providing the best service can encourage both new customers and old customers to be loyal to the company.
- Strategic location of the company and establishing good relationships with customers are able to provide a good image for the company. W.O strategy
- By carrying out promotional activities, old customers and new customers can easily find out the latest developments and information about the company.
- With the addition of capital, it can support the company to further improve the facilities and infrastructure provided, seeing the increasing demand and the public's need for ready-to-eat food

#### Threats

- Lots of similar companies
- New competitors
- Competitive prices -Quality of service Strategy S.T
- The number of similar companies can encourage companies to provide and maintain quality products compared to competing companies
- A good corporate image can be utilized in dealing with the emergence of new competitors in the same market segment.
- Improve the quality of services provided to customers by setting competitive prices and strategic company locations so that customers can easily reach them. W.T Strategy
- Determining brands and competitive prices so that the company is able to compete with similar companies and new competitors.

- Conduct promotional activities so that customers find out information about the company compared to similar companies
- Improve quality and service standards in order to compete with new companies.
- Enlarge business capital so that the company can develop its business so as not to be displaced by competitors.
- Adding product variations so that the company is able to compete with similar companies and new competing companies.

Based on the SWOT analysis that has been carried out regarding the opportunities, threats, strengths and weaknesses of Ana's Bakery Cake Shop, the result shows that it has a great opportunity because the demand and need for ready-to-eat food in Mataram is increasing, so that this condition must be utilized by Ana's Bakery Cake Shop in efforts to develop its business such as by improving product quality and service quality provided to customers so that customers feel satisfied and ultimately be loyal to Ana's Bakery Cake Shop. Furthermore, based on the results of the SWOT analysis conducted, it was also found that Ana's Bakery is facing a threat where there are more and more similar companies, both new competitor companies and companies that have been established for a long time.

As stated by Swastha (2015: 134) that good product quality will directly affect the level of consumer satisfaction, and if this continues continuously it will result in consumers who are always loyal to buy or use these products and are called consumer loyalty and in addition to quality. product there are other things that affect consumer loyalty, namely the quality of service. Tantri (2013: 153) that a product is anything that can be offered to the market to get attention, be purchased, used, or consumed and can satisfy the wants or needs of customers. Ana's Bakery must always maintain these conditions, such as by maintaining the quality of the raw materials used and maintaining the cleanliness of their products and production equipment. Ana's Bakery Cake Shop also chooses a weakness in terms of promotion where in carrying out its sales activities Ana's Bakery Cake Shop does not carry out promotional activities even though it is known that promotion is one of the marketing mix which is very important for every company to pay attention to. As stated by Assauri (2013: 199) there are four elements of the marketing mix tools which consist of 4P in the marketing of goods, including: product (product), price (price), promotion (promotion), place (place)

Ana's Bakery Cake Shop should consider immediately carrying out promotional activities because promotional activities have a number of benefits for the company such as through promotional activities, customers can easily find out the whereabouts of the company, the products offered, product prices and so on which in turn can influence customers to make purchases. As stated by Hermawan (2012: 38) that promotion is one of the priority components of marketing activities that notifies consumers that the company is launching a new product that tempts consumers to make purchases, no matter how good the quality of a product, no matter how attractive it looks or how big it is. the benefit is, if no one knows about its existence, then the product is bought. Promotion is a part and process of marketing strategy as a way to communicate with the market.

## CONCLUSION

Based on the results of the research and discussion in the description of the previous chapters, several conclusions can be put forward as follows:

In order to maintain the continuity of the Ana's Bakery Cake Shop, you can carry out the following strategies:

- a. Take advantage of opportunities and strengths, such as having an extensive network of consumers and potential customers to increase demand for ready-to-eat food products.
- b. Providing the best service can encourage both new customers and old customers to be loyal to the company
- c. Establish good relationships with customers to obtain and maintain a good image from the customer's point of view.

Based on the conclusions above, the following suggestions can be given:

The management of the Ana's Bakery Cake Shop should pay attention to the company's internal factors and company external factors, especially internal factors, namely strengths and weaknesses that must be managed optimally.

It is suggested to Ana's Bakery Cake Shop to carry out promotional activities so that information about the company can be easily known by customers, both new customers and old customers.

It is suggested to Ana's Bakery Cake Shop to increase its business capital in order to be able to improve the company's facilities and infrastructure to suit customer needs.

It is suggested to Ana's Bakery Cake Shop to increase the variety of products provided in order to attract more customer attention so as to increase the company's sales.

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