

# *SWOT ANALYSIS OF MARKETING STRATEGIES THROUGH SHOPEE IN ONLINE SHOP BROOKLYN.STORE*

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**Abstract** - The study aims to analyse SWOT (Strengths, Weaknesses, Opportunities and Threats) and determine marketing strategies through Shopee at the Online Shop Brooklyn.store. This research uses a qualitative method of descriptive approach by measuring internal and external factors as well as the matrix of competitive profiles. The informant used for the interview amounted to one person with additional supporting data in the form of spreading the questionnaire to seven respondents. The result of this research is Online Shop Brooklyn.store in the position of quadrant four which is Online Shop Brooklyn.store is in a weak organizational position and faces a big challenge so as to implement a defensive strategy. The greatest strength that is the large number of variant types of products offered to the buyer, the weakness owned the availability of up-to-date products less, opportunities that can be taken that is seizing market share where the development of accessories the rise in the market, owned threat as more competitors in this business.

**Keywords:** *SWOT Analysis, Matrix of EFAS and IFAS, Marketing Strategy*

## I. INTRODUCTION

### A. Background

The business world is hard competition and quick makes everyone trying hard to market the goods or services sold. Companies need to understand the power of what it owned the company in order to compete health with other companies in the face of competition. Understanding of the company's strengths is able to open up many opportunities for the company in its business scale enlarge in the future. The company is also required to anticipate the threat from competitors and minimize the weaknesses of the existing companies in the face of the changing market environment.

Change of market environment can be seen from many people in the ability of utilizing the internet in daily life, including the business world in the so-called internet E-Commerce, a business that uses the internet in transactions buy at once inside there is service in the delivery of the goods. E-Commerce used Online Shop Brooklyn.store in marketing its products in Tokopedia, Shopee, and Bukalapak. The third of these platforms can be found on the website and also in the smartphone application for free. E-Commerce that is discussed in this study is Shopee, as seen in terms of sales

of many more customers to turn to the Shopee versus Tokopedia and Bukalapak.

Online Shop Brooklyn.store made in 2016 that selling some fashion accessories such as wallets men and women, bags, glasses, make-up, earphone, socks and there are also the outside fashion accessories such as microphone and mosquito nets. Online Shop Brooklyn.store need to see the aspects of internal and external environment to get the right marketing strategies in increasing sales and face competition in Shopee.

Then the researchers in this study used the approach with the SWOT analysis (Strengths, Weaknesses, Opportunity, Treats) in determining marketing strategies in the Online Shop of the Brooklyn.store. Based on the background of the above then the researcher made this research with the title: "SWOT Analysis of Marketing Strategies through Shopee in an Online Shop Brooklyn.Store"

### B. Formulation of the Problem

The formulations of the problem in this study are to determine strength, weakness, opportunity and threats in an Online Shop Brooklyn.Store through Shopee in determining the right marketing strategy.

### C. Objective of the Study

The purpose of this study is to determine and analyze the strengths, weakness, opportunity and threats in the Online Shop Brooklyn.store through Shopee in determining the appropriate marketing strategy.

### D. Significance of the Study

For the company's research is providing reference for Online Shop Brooklyn.store determine an appropriate marketing strategy.

## II. LITERATURE REVIEW

### A. Marketing Strategy

According to [1] society and sales people have each point of view regarding the understanding of marketing. The community has a point of view that marketing is related to the request or purchase and price. While from a marketing sense the salesperson associated with the sale.

### B. Meaning of SWOT analysis

SWOT analysis has four basic components are 1) Strengths is situation or condition the power for an organization or company; 2) Weakness is a situation or condition of weakness for an organization or company; 3) Opportunities is a situations or conditions, opportunities for an organization or company in the future; and 4) Threats is a situation or condition of the threats that come from outside the company who can threaten the company's future.

### C. Creation of the SWOT analysis

According to [2] creation of the SWOT analysis has four quadrants which have different strategies, namely: 1) Quadrant 1 is quadrant are known as a very favorable situation because in this strategy the company has opportunities and the power so that the company can take advantage of the opportunities that exist; 2) Quadrant 2 is quadrant where companies face a variety of threats, but the company still has strength in terms of internal; 3) Quadrant 3 is quadrant of the company faced enormous opportunities, but while simultaneously experiencing some internal weaknesses/barriers; and 4) Quadrant 4 is quadrant of companies experiencing a very unfavorable situation, because those companies face a variety of threats and internal weaknesses.

### D. SWOT Matriks

According to [2] there are four factors of strategy based on the condition of the company to generate alternative strategies that can be run by the company, including the following: 1) Strategy SO is a strategy in which the strengths and opportunities in the the company maximized; 2) ST Strategies how to the power companies were able to overcome the threat from competitors; 3) WO Strategies strategies that take advantage of opportunities that exist with the aim of minimizing the weaknesses; 4) WT Strategies this defensive strategy because by trying to reduce the weaknesses that owned the company and simultaneously avoid threats from competitors.

### E. Matrix IE (Internal external)

According to [3] says that this IE matrix obtained after investigators already know the picture of corporate strategies based on the results of IFAS (factor of internal strategy) and EFAS (external strategy factor).

From the results of these calculations, the researchers will know the position of these companies there are in quadrants how and later will make a decision in the determination of corporate strategy in the future.

## III. RESEARCH METHODS

### A. Types and Sources of Data

According to [4] design/types of research in this study using this type of qualitative research with the descriptive approach. Understanding qualitative research with a descriptive approach, namely the research object are natural or natural looking at things in terms of the circumstances, good condition, situation, an event, an activity because the researchers themselves are referred to as key instruments data collection techniques, using triangulation techniques namely combined observation, interview and documentation.

### B. Data Collection Technique

#### a. Interview

Informants in this study are the marketing manager who used to get data working system and marketing strategy business commerce Online Shop Brooklyn.store.

#### b. Questionnaire

Study on the questionnaire used to obtain details of internal factors and external factors. From the results of the calculation of the factors known weights, rating and drawn the conclusion the position of the company are in quadrants which can define corporate strategy what was taken.

#### c. Documentation

Documentation done for collecting available internal data, including documentation report chart product sales Online Shop Brooklyn.store in Shopee.

### C. Data Analysis Method

#### • The method of EFAS and IFAS

According to [2] method EFAS (external strategy factor) and IFAS (internal strategy factor) is required in the SWOT analysis to identify the extent of the influence of the influence of these factors on the company. External factors consists of (opportunities and threats), while internal factors consists of (strengths and weaknesses). Here are some of the stages necessary in making internal strategies factors and the factors of external strategies.

#### • Competitive Profile Matrix

According to [2] competitive profile matrix is used to find out the company's competitive profile comparisons with the company's main competitors in accordance with their respective indicators will be analyzed. This is done by determining the value rating in each store competitors Online Shop Brooklyn.store that is in accordance with the actual circumstances Shopee. Then the rating value is multiplied by the value of the weights of indicators used.

#### IV. RESULTS AND DISCUSSION

##### A. SWOT Analysis Results

The result of this SWOT analysis is divided into two of the Matrix IFAS and EFAS. The results of the IFAS matrix analysis are based on the spread of questionnaires to 7 employees at Online Shop Brooklyn.store. Each of these indicators has a weight between 0.05 as the lowest weight and 0.15 as the highest weight. The sum of the weight results of X rating strength factor is 1, and the weakness factor is 2.25. The sum of the weight results of x rating strength factor and weakness is 3.25.

The results of the analysis of the EFAS matrix have a weight between 0.05 as the lowest weight and 0.14 as the highest weight. The sum of the odds result of X rating of the opportunity factor is 1.22, and the threat factor is 2.07. The number of results of the weight of the opportunity Factor X rating and threat 3.29.

The difference between internal and external factors is obtained based on the outcome of the summation between the weight of X rating for internal and external factors. The difference between the internal factor is -1.25 and the difference from the external factor is -0.85. The result will be included in the SWOT diagram in Fig.1 Position Online Shop Brooklyn.store.

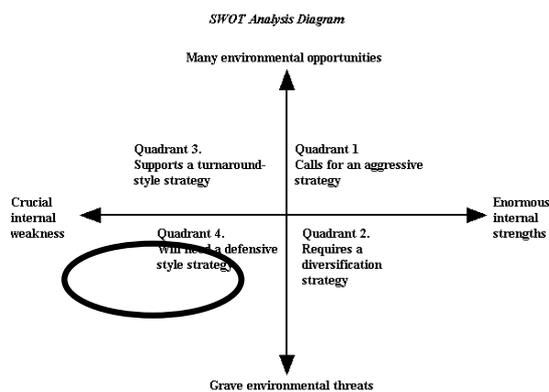


Fig. 1, Position Online Shop Brooklyn.store

Source: Data processed, 2019

Online Shop Brooklyn.store can defend its business by utilizing the power to get existing opportunities such as the strategy below:

1. SO strategy (Strength and opportunities)
  - a. Create a working environment and human resources that have experience and educational background.
  - b. Provide the best service and improve good relations with customers.
  - c. Increase the procurement of goods at a cheap price with the appropriate quality.
  - d. Improving product quantity control in accordance with the development of accessories is constantly increasing.
  - e. Offers human resources capable to control the quantity of procurement and maintenance of goods.

2. WO strategy (weakness and opportunities)
  - a. Procurement of the latest products in accordance with market developments.
  - b. Increase the source of funds for promotion of products.
  - c. Improve technology for employee performance activities in product procurement and maintenance.
  - d. Improve good relations to the expedition in terms of distribution line of goods to the buyer.
  - e. Improving the marketing research system in accordance with the development of accessories that continue to increase.
3. Strategy ST (strength and threats)
  - a. Set up expenses in order to manage the funding source for promotion.
  - b. Looking for more effective marketing research system such as regular follow every held promo.
  - c. Provide the price according to the quality and find the latest products according to market needs.
  - d. Looking for suppliers of products that provide affordable prices with the quality of suitable goods.
  - e. Improve competitor monitoring system to be able to face threats from competitors.
4. Strategy WT (weakness and threats)
  - a. Set up expenses in order to manage the funding source for the promotion.
  - b. Looking for more effective marketing research system such as regular follow every held promo.
  - c. Provide the price according to the quality and find the latest products according to market needs.
  - d. Looking for suppliers of products that provide affordable prices with the quality of suitable goods.
  - e. Improve competitor monitoring system to be able to face threats from competitors.

##### B. Competitive Profile Matrix

Results from the matrix of competitive profiles can be concluded that the Online Shop Brooklyn.store in the second position under Online Shop Michelle\_xoxo which has a score of 3.5 and above the Online Shop Milkystoore which has a score of 1.7. The results of this research are taken from the Critical Success Factor of every Online Shop that is in Shopee.

The product quality assessment statement, Online Shop Michelle\_xoxo, is the highest product quality rating of 4, it shows that the most product quality assessment is in the Online Shop Michelle\_xoxo.

Sales level statement is Online Shop Brooklyn.store with the highest rating of 4, it shows that Online Shop Brooklyn.store got the most sales in April compared to Online Shop Michelle\_xoxo and Online Shop Milkystoore.

The assessment statement of goods distribution is Online Shop Michelle\_xoxo get the highest rating of the distribution rating of goods 4, this shows that the most distribution assessments are in the Online Shop Michelle\_xoxo.

The price statement offered by each Online Shop is Online Shop Brooklyn.store with a rating of 4, which is able to provide more affordable prices compared with Online Shop Michelle\_xoxo and Online Shop Milkystoore.

Product variant statement namely Online Shop Michelle\_xoxo get the highest product variant rating of 4. This shows Online Shop Michelle\_xoxo offers more types of product variants compared to Online Shop Michelle\_xoxo and Online Shop Milkystoore.

The packaging assessment statement is Online Shop Michelle\_xoxo get the highest rating of packaging rating 4, this shows that the most packaging assessment is in Online Shop Michelle\_xoxo.

The number of followers, Online Shop Michelle\_xoxo is the highest number of followers 4, it shows that the number of followers is in the Online Shop Michelle\_xoxo.

A statement on the level of chat percentage called Online Shop Milkystoore got the highest rating of 4, where Online Shop Milkystoore has the ability to reply to chat faster and reply to all incoming chats.

## V. CONCLUSIONS & RECOMMENDATIONS

### A. *Conclusions*

Based on the results of this study, it can be concluded that:

1. Online Shop position Brooklyn.store in this study is found in quadrants IV where the right strategy to do is a survival strategy where controlling the performance of the organization so as not to decrease its performance. This tactic is maintained while continuously improving by developing product types and market development.
2. The result from the internal factor of the 3.25 that is obtained from the total number of factors rating the strength and weaknesses of Online Shop Brooklyn.store, and on the external factors that are 3.29 obtained from the total amount of the opportunity factor rating and threat.
3. These results show higher external factors compared to internal factors, this is because Online Shop Brooklyn.store has a big threat to its business, where more and more competitors are offering a product type such as Online Shop Brooklyn.store, the availability of the latest products are higher competitor, but Online Shop Brooklyn.store can provide the power it has to take on opportunities.

### B. *Recommendations*

As for suggestions that can be given based on the results of the research that has been done Online Shop Brooklyn.store is as follows:

1. Great opportunities will be gained when Online Shop Brooklyn.store can maximize the power of its own like:

- a. Develop variants of product types offered
  - b. Provide cheap price with guaranteed product quality
  - c. Providing quality HR
  - d. Improve the effective service to customer
  - e. Improve the control of inventory quantity of latest products
2. Take on the opportunities that Online Shop Brooklyn has in store such as online sales that make it easier for every transaction to attract the buyer's attention when buying products, the development of increased accessories on the market that can give more advantage to Online Shop Brooklyn. Store.
  3. Online Shop Brooklyn.store has a weakness that has been continuously improved little by little for future developments for the advancement and smoothness of its business. This can be done by enhancing the technology for the performance of employees in the procurement and maintenance of products, improving good relations to the expedition in terms of distribution lines of goods to the buyer, procurement Products according to market developments.

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