Clothing Sales Management Strategy towards Increasing Revenue at Lakessi Central Market, Parepare City

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Abstract. This study aims to determine clothing sales management increasing household economic income in the central market lakessi Parepare City and to find out the management of clothing sales to increase household economic income seen from the perspective of sharia economics in Central Market Lakessi, Parepare .
The results showed that the sales management carried out by clothing traders to increase their household economic income is to improve the service system to consumers in all circles and pay attention to the quality of goods offered at prices that are in accordance with the needs of traders and the wishes of buyers so that they are able to compete and present new items every month then present products in accordance with consumer desires besides that the next management strategy pays attention to the place of sale and the arrangement or display of goods sold so that consumers have an attraction to shop. The sales management strategy of clothing traders seen from the perspective of Islamic economics is honesty is the main thing plus being fair to buyers to provide transparency to the goods sold so that there is satisfaction with consumers and consumers feel not harmed then the next management strategy if there are items purchased damaged from clothing traders in the central market of Lakessi can be returned to be replaced or the money returned so that this management strategy is able to foster responsibility and create a sense of trust from consumers.
Keywords: Sales Management Strategy, Revenue, Sharih Economic Perspective

1. Introduction

Humans must struggle to meet their daily needs through the use of energy, thoughts, and available natural resources. In fulfilling their needs, humans often have to buy goods that are traded in various places, one of which is in the market[1]. The market is a central place to meet basic needs such as clothing, food, and shelter. However, as human needs continue to grow, this process becomes increasingly complex and not easy[2].

The development of the global economy is very rapid, especially in the sectors of clothing, food, and technology[3]. Humans are competing to fulfil these needs, sometimes without considering social norms and human values. One of the growing business sectors is the clothing trade. This can be seen from the increasing number of stores that sell various types of clothing, both for babies, women, men, and other items such as towels and bed linen[4]. Clothing stores are now present in various places with various types of products offered.

The business world has an important role in terms of marketing that directly affects the success of a business[5]. Marketing is key in determining whether a

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product or service meets the needs of consumers. In the clothing trade sector, traders must be able to attract consumers by using the right marketing strategy, including in terms of sales location and time. Effective marketing will have an impact on increasing sales and income which in turn will help sustain the family economy[6].

The growth in the number of clothing traders continues to increase, especially in traditional markets such as the Lakessi Central Market in Parepare City. The existence of clothing traders in this place utilises the market crowd as one of the capitals to increase income. However, the increasingly fierce business competition in 2024 requires traders to be more creative in attracting consumers[7]. In addition to competing with other traders in the market, they also have to deal with new shops that continue to emerge and the development of online trading that is increasingly widespread.

In Lakessi Subdistrict, the development of the clothing trade is showing a rapid trend. There are more and more clothing traders, both in old and new shops, as well as on the roadside leading to the Lakessi Central Market[8]. However, this condition has caused the flow of visitors to the Lakessi Central Market to decrease drastically. The decline in the number of visitors is especially felt by traders at certain moments, such as before Eid in 2024. This situation triggers the clothing traders in Pasar Sentral Lakessi to feel worried about the sustainability of their business[9].

The problem faced by clothing traders in Pasar Sentral Lakessi is not only limited to competition between new stores, but also competition with e-commerce platforms such as Shopee, Lazada, and Tokopedia. The abundance of online shopping options causes consumers to visit traditional markets less and less. In addition, sellers at Pasar Sentral Lakessi often find it difficult to earn a decent profit due to price pressure from consumers[10]. This phenomenon shows that there is a gap between traders' needs for training and business support, especially in the areas of digital marketing and business management[11]. This gap is one of the factors that has led to a decline in income among clothing traders in Lakessi Central Market.

Problem Formulation

The formulation of the problem in this study is How is the marketing management strategy carried out by clothing sellers in increasing the household economic income of clothing sellers in the Lakessi central market of Parepare City? and How is the marketing management strategy of clothing sales on increasing income in the Lakessi Central Market of Parepare City seen from the perspective of Islamic economics?

Research Objectives

This research has several objectives, namely as follows: To find out how the marketing management strategy of clothing sellers in increasing household economic income in the central market of Lakessi Parepare City and to find out how the clothing seller's strategy towards increasing income is seen from a sharia economic perspective.

2. Literature Review

Review of Relevant Research

1. [12] has the research title 'Street Vendor Strategies in Increasing Income for Family Welfare' The similarity is the same as analysing the strategy of traders in

increasing income. The difference is that Risqiah examines street vendors with a phenomenological approach, while the author examines clothing traders with a field approach.

2. [13] Mahrum has the research title 'Strategy for Increasing the Productivity of Fish Traders at TPI Cempae, Parepare City' The similarity is that both discuss strategies to increase trader income. The difference is that Imam examined fish traders without specific data processing methods, while the author examined clothing traders using the coding method.

3. [14]Rahayu has the research title 'Business Strategies in Increasing the Income of Street Vendors in Ponorogo Square' The similarity focuses on the business strategies of small traders to increase income. The difference is that Istiy uses a literature approach, while the author uses a field approach.

4. [15]has the research title 'Contribution of Women Street Vendors in Increasing Family Income' has similarities with this study, namely analysing strategies to increase household income while the difference is that Nurrafiqah focuses on the role of women from an Islamic economic perspective, while the author focuses on clothing traders without distinguishing gender.

Theoretical Review

1. Sales Management Strategy

Sales management strategies are important elements that influence success in sales activities according to [16] Stating that a sales management strategy is a series of planned and organized activities to achieve sales objectives by maximizing the effectiveness of the sales force, including developing relationships with customers, increasing customer satisfaction, and achieving sales targets while [1] States that sales management is the process of planning, implementing, and controlling sales programs, including recruitment, training, and motivation of salespeople to achieve targets[17].

These variables include sales planning, sales force management, customer relationship development, and sales performance evaluation. Proper management of these variables helps companies achieve targets and improve competitiveness.

Sales Planning includes market identification, goal setting, and strategies to achieve targets. With good planning, resources can be optimally utilised, ensuring the sales team has clear guidance in achieving goals[18].

Sales Force Management includes recruitment, training and motivation. A qualified and trained sales team plays an important role in sales success, with the right motivation improving overall performance[19].

Customer Relationship Development (CRM) focuses on building long-term relationships with customers, increasing loyalty and revenue through repeat sales. CRM technology allows companies to manage customer interactions more effectively[20].

Sales Performance Evaluation involves assessing the effectiveness of strategies and team performance. Through regular evaluations, companies can identify areas that need improvement and make data-driven decisions to continuously improve the sales process.

2. Sales

Prospecting is one of the important functions of sales, which includes finding potential buyers, generating orders from existing customers, and understanding market desires. This step helps companies to expand their customer reach and ensure their products or services fulfil market needs.

Providing services to customers involves various forms, such as consulting on customer problems and needs, providing technician services, financial assistance, and home delivery of goods[21]. Communication is also an important part of sales, which not only focuses on persuasion, but also ensures an ongoing dialogue with customers or potential customers.

The ultimate goal of sales is to achieve optimum profit through achieving targeted sales volumes and maximising company growth. However, this can only be achieved with the cooperation of various parties in the company, such as finance, production, and personnel, who all contribute to the process of achieving maximum sales goals[22].

3.Revenue

Revenue enhancement strategy comes from the concept of strategy which literally means ‘the art of a general’, referring to the main steps of management in achieving organisational goals. It involves the formulation of policies based on internal and external forces, and the implementation of plans to ensure the achievement of corporate goals. In business development, strategy relies heavily on opportunities visible to the individual, which are often not realised by others. Some key strategies include product development, competitive pricing, selection of strategic locations for distribution, and effective promotion[18]. Promotion aims to attract, educate, remind, and convince consumers about the products or services offered.

4. Market

Islam recognises the freedom and role of the price mechanism in promoting efficiency, but does not regard market forces as sacrosanct[23]. The government has the responsibility to ensure the realisation of the maqashid, i.e. the welfare of the ummah, by implementing fair economic policies and eliminating exploitation. The state must ensure that economic activities, including markets, function for the benefit of society.

Markets are divided into two types: traditional markets and modern markets. Traditional markets involve direct transactions between sellers and buyers, usually in open-air kiosks or los. Meanwhile, modern markets rely on price tags, and transactions are not direct, often inside self-service buildings or by salespeople[24].

5. Sales Management Strategy in Islamic Economic Perspective

Sales strategy in an Islamic perspective is part of the comprehensive and universal teachings of Islam, covering both ritual and socio-economic aspects of life (mu'amalah). Fiqh mu'amalah regulates human relations in worldly affairs, including trading activities, which have an important role in the Islamic economy because of their connection to the real sector[25]. Islam emphasises the importance of fair and equitable transactions, prioritising the real sector over the monetary sector, in order to achieve social welfare. In the Qur'an Surah Al-Baqarah verse 198, Allah SWT calls on humans to seek halal sustenance, one of which is through trade. Islam allows khiyar in buying and selling transactions as long as they have not separated, and teaches honesty as the main condition for buying and selling to be blessed[23]. The Prophet Muhammad SAW placed honest traders in a noble position, parallel to the Prophets, the righteous, and martyrs, because they uphold truth and justice. Honesty in trade is a good deed that maintains the honour of self and family in a right and just way[26].

3. Research Methods

This research uses a qualitative approach with descriptive methods, which aims to describe and analyse the strategy of selling clothes to increase revenue in Lakessi Market, Parepare City. This type of field research involves direct observation of the object under study. The data obtained are qualitative in the form of interviews, documentation, and observations from clothing traders who have been selling for 5 to 10 years, focusing on effective sales strategies. This research also uses primary data from interviews with traders as well as secondary data from relevant documents.

Data collection techniques include observation, unstructured interviews, and documentation. Observations were conducted to record sales phenomena in the field, while interviews aimed to obtain information directly from 10 clothing sellers at the Lakessi Central Market. Documentation was used to collect important records and relevant archival data. The data collected was then processed through a process of coding, tabulation, and categorisation to provide a systematic picture of the sales strategies applied by traders in the market.

The data analysis process includes data reduction, data presentation, and conclusion drawing. This research aims to provide an in-depth understanding of the sales practices implemented and the results achieved by the traders.

4. Discussion of Research Results.

a. Clothing Sales Management Strategy Towards Increasing Revenue at the Lakessi Central Market, Parepare City

The clothing sales strategy at the Lakessi Central Market in Parepare City aims to increase revenue through plans designed to meet and provide satisfaction to consumers[20]. According to Basu Swastha, strategy is an integrated plan that links market advantages with environmental challenges, so that company goals can be achieved. Traders at the Lakessi Central Market implement a sales strategy that focuses on how the products offered can be in demand by consumers, both in the short and long term, while still considering buyer satisfaction.

In carrying out the sales strategy, product quality is a major factor. The quality of goods sold must be in accordance with the standards desired by consumers[27]. At the Lakessi Central Market, clothing traders always ensure the quality of goods from suppliers before selling. If the quality is not appropriate, they will not take the goods. Good quality helps traders maintain and increase customer satisfaction, which in turn can increase revenue[19].

Besides quality, price also plays an important role in determining sales success. Traders at Pasar Sentral Lakessi determine prices based on their own benchmarks, not following other traders. Bargaining often takes place, and the prices set must be favourable but still reasonable for consumers. Setting the right price is very important so as not to harm traders, but also not to make goods too expensive so that they are difficult to sell.

Promotion is one of the important components in marketing strategy[28]. At Pasar Sentral Lakessi, clothing traders utilise direct promotion such as using loudspeakers and communicating directly with potential buyers who pass by their stalls. They also rely on word of mouth promotion, where satisfied customers recommend the stall to others. Although some traders have started using social media, most still rely more on conventional means of promotion because they feel it is more effective.

The place or location of the business is also very influential on sales success[29]. A strategic location, easily accessible, and located in a busy area will increase sales opportunities and, automatically, the trader's income. In Pasar Sentral Lakessi, a busy place tends to bring in more buyers than a more remote place. This shows that a good location plays an important role in the success of a business[7].

Traders at Pasar Sentral Lakessi regularly bring in new items every month, especially products that are going viral, as a strategy to attract consumers. They believe that by providing trending items, their income will increase. Although almost all traders apply similar strategies, the variety of products and the way of service remain the differentiating factors among them.

From the results of the research, the income earned by traders at the Lakessi Central Market varies. This difference in income is not only influenced by the variety of products and services provided, but also by the location of each trader's kiosk. Stalls located in strategic and easily accessible locations tend to earn higher incomes than stalls located in less crowded or hard-to-reach locations.

b. Clothing Sales Management Strategy Towards Increasing Revenue at the Lakessi Central Market in Parepare City in the Perspective of Sharia Economics

Sales strategies in the perspective of Sharia economics allow the use of various strategies to market or sell products, provided that these strategies do not involve actions that are false, fraudulent, or oppressive to other parties[8]. Islam prohibits deceit in marketing because it can create fraud and cheating that harms consumers[23]. Therefore, in running a business, traders are required to follow fair and transparent principles in accordance with Islamic law, in order to maintain a healthy business continuity.

Clothing traders in the Central Market of Lakessi, Parepare City also apply honest and fair sales strategies in order to increase revenue[30]. They do not distinguish consumers from one another and are always transparent about the products sold. Honesty in explaining the quality of goods and not discriminating against customers are the main keys that they apply in their sales practices[31]. Thus, this strategy is in line with Sharia economic principles that encourage fair trade and do not harm any party.

In the Islamic view, fairness is a very important value in running a business[25]. Traders at Pasar Sentral Lakessi ensure that the prices they set are in line with the quality of the products offered[32]. A fair price is a price that does not make consumers feel disadvantaged, and there is a balance between what consumers pay and the products they receive. This principle is reflected in how the traders run the sale of clothing, where they set prices in accordance with the quality of the goods.

In addition, trust or responsibility is an important aspect of sales strategy according to Islam[33]. The traders at Sentral Lakessi Market are responsible for the products they offer, and keep their promises in buying and selling. If there is a product that is not to the customer's liking, they are happy to offer a replacement or return. By maintaining this trust, traders not only gain the trust of consumers, but also maintain integrity in business, as commanded by Allah SWT in the Qur'an.

Honesty in trade is also a key principle advocated by Islam[34]. Traders at Sentral Lakessi Market clearly explain the advantages and disadvantages of the products they sell, so that consumers get a transparent picture of the goods they buy. Honest traders will get blessings in buying and selling and will be more trusted by consumers. This honesty also prevents them from all forms of fraud that can harm other parties.

Islam places honest traders in a noble position, as stated by the Prophet Muhammad SAW. Honesty in trade puts traders on an equal level with the Prophets, the righteous, and the martyrs. Therefore, traders at the Lakessi Central Market strive to follow this principle in order not only to get material benefits, but also blessings in every transaction they make.

In carrying out the sales strategy, the clothing traders at the Lakessi Central Market also apply an attitude of trustworthiness by maintaining consumer rights. They do not force customers to buy products and provide good service, including providing the option of exchanging goods if the product does not match consumer expectations. Amanah in buying and selling is a form of moral responsibility taught in Islam.

Based on this research, it can be concluded that the sales strategy applied by clothing traders at the Lakessi Central Market is in accordance with the principles of Sharia economics. The traders sell products honestly, fairly, and responsibly, and always try to maintain good relations with consumers. Values such as honesty, sincerity, trustworthiness, and emotional balance become the basis of their business practices, so that they not only achieve worldly success, but also gain blessings from Allah SWT.

5. Conclusion

Based on research on clothing sales Management strategies at the Lakessi Central Market in Parepare City, the author concludes as follows: Clothing traders in Lakessi Central Market apply various strategies to increase household economic income, including product quality, selling location, service, promotion, and price. This strategy aims to attract buyers, with competitive prices and effective promotions, as well as easily accessible locations. The combination of these strategies plays an important role in increasing traders' income. From the perspective of Sharia economics, traders in the Lakessi Central Market apply Sharia principles in their sales, which are based on the Qur'an and Hadith. They prioritise honesty, fairness, trustworthiness, and generosity in transactions, ensuring that no party is harmed, thus creating a good relationship with consumers.

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