



# SWOT Analysis of Creative Bouquet Business Development

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**Abstract.** This study focuses on analyzing the growth of the creative bouquet business at Bouqetrcu Flower Shop (MSME) in Makassar City through a SWOT analysis framework. The results reveal that the total score for internal factors is 3.58, while the total score for external factors is 3.73, positioning the business in Quadrant 1 of the SWOT matrix. This quadrant signifies a favorable strategic position that allows the shop to leverage its internal strengths alongside external opportunities. The analysis suggests key strategies for Bouqetrcu to enhance its competitive advantage, including maintaining high product quality, amplifying promotional efforts, and improving customer service. To effectively capitalize on this advantageous position, it is recommended that the shop implement market penetration strategies to increase its customer base, explore market development opportunities to reach new demographics, and pursue product development initiatives to expand its offerings. By adopting these strategies, Bouqetrcu can not only reinforce its market presence but also foster sustainable growth in the competitive floral industry. The integration of these recommendations is expected to enhance customer loyalty, boost sales, and ultimately solidify Bouqetrcu's reputation as a leading creative bouquet provider in Makassar City.

**Keywords:** MSME, Marketing, SWOT Analysis.

## 1 INTRODUCTION

The digital economy and current economic innovation trends have a close relationship, promoting each other in the process of developing and transforming the global economy. Sectors such as e-commerce, financial technology (fintech), digital media and artificial intelligence (AI) have opened new opportunities for businesses and consumers, while promoting innovation [1]. Business development in the context of the global economy today always urges every company or business actor to be able to adapt and innovate continuously. Emerging markets have been, for decades, at the forefront of global economic expansion and transformation. As such, businesses have long recognized their potential and sought ways to establish a foothold [2]. One form of innovation that has emerged in the horticulture industry is the creative bouquet business, which presents unique variations and designs in flower arrangements. This phenomenon is no exception in Makassar City, where the need for personal and beautiful gifts is increasing among diverse communities.

One of the business players trying to reach this market potential is Bouqetru Flower Shop, which focuses on offering flower bouquets with creative designs and personal touches. Through a bold and different approach, Bouqetru Flower Shop seeks to differentiate itself in an era of increasingly innovative market competition.

SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) is a relevant approach used to understand the position and direction of the Bouqetru Flower Shop business development. By explaining and proving the internal strengths, weaknesses, external opportunities, and threats faced, strategic and in-depth insights can be obtained on how to optimize the growth of the business.

Bouqetru is one of the Creative Flower and Bouquet Shops located at Jalan Moh. Jufri 3 No. 25, Rappojawa, Kec. Tallo, Makassar City, South Sulawesi. This business was founded in July 2020, initially only selling via WhatsApp and Facebook without having a physical store. In 2023, Bouqetru officially opened its first outlet and now has a second branch at Pintu Nol Unhas, Jalan Politeknik, Tamalanrea Indah, Kec. Tamalanrea, Makassar City.

This case study was conducted with the aim of exploring the key factors that influence the development of creative bouquet business at Bouqetru Flower Shop with a focus on local market dynamics in Makassar City. Thus, this analysis is expected to provide valuable contributions in understanding the development strategy of similar businesses in the future.

In this article, the author will outline the results of the SWOT analysis for Bouqetru Flower Shop, presenting relevant findings and strategic recommendations to support the growth and sustainability of this business in facing the challenges and opportunities that exist in today's dynamic market.

## 2 LITERATURE REVIEW

### 2.1 Business Development

Business development is a strategic process that involves thorough analysis of growth potential, support in implementing opportunities, but does not include the direct process of strategic decision making and implementation. It is the responsibility of every entrepreneur who needs vision, motivation, and creativity to grow the size of a business from small to medium or large. Steps in business development can include initiating new ventures, forming partnerships, or implementing franchising systems, but must be directed by a focused strategy for business expansion and sustainability. Beside that, Business innovation in the context of the digital economy and the 4.0 industrial revolution is a decisive factor in the sustainable development and competitiveness of businesses. Support from the state, the development of technology and digital infrastructure, along with a favorable business environment, will be key factors to help businesses not only survive but also thrive in this new era [3].

Business development strategies include various approaches to achieving the company's long-term goals. One effective strategy is to increase economies of scale by improving production, technology, and distribution infrastructure to achieve long-term cost efficiency. Product or service diversification is also a crucial strategy to expand market coverage and enrich the business portfolio.

Factors that influence business development include internal conditions such as production capacity, pricing strategy, and product innovation, as well as external factors such as international trade policies, raw material costs, and technology. To increase competitiveness, small and medium enterprises need to consider these factors in their operational management.

Business development indicators include motivation to change, identification of potential market opportunities, and the need for external support, all of which are crucial factors for micro, small, and medium entrepreneurs in their efforts to develop and manage their businesses effectively.

## 2.2 Marketing Management

Marketing management is a series of crucial activities for a company to achieve its organizational goals. Birru et al explain that a company that produces products or services undoubtedly has a marketing strategy to maintain its existence in the face of market competition, achieve substantial profits, and simultaneously expand its business line. An effective and efficient marketing strategy is essential for boosting sales and reaching established sales targets. The marketing concept focuses on identifying and understanding the needs and wants of specific market segments, ensuring that the marketing strategy is both relevant and accurate [4].

Marketing management involves an ongoing cycle of research, planning, implementing, deploying, and measuring. Marketing managers are involved at every stage of the process, ensuring efforts are in line with the company, or campaign's, overall strategy and goals [5]. In essence, marketing management is an all-encompassing process that integrates the planning, execution, monitoring, and regulation of various marketing activities to ensure that a company not only meets but also sustains its goals in a competitive landscape. This holistic view is crucial for businesses aiming to thrive in today's dynamic markets, emphasizing the importance of adaptability and strategic foresight in achieving long-term success.

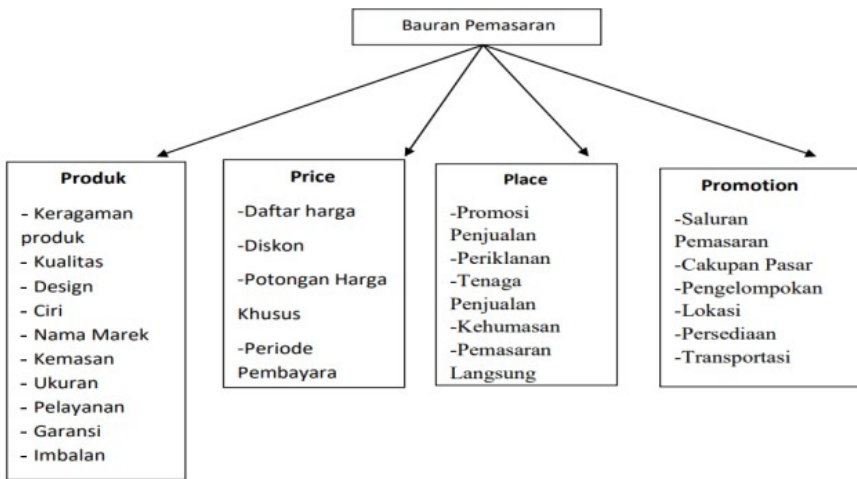
## 2.3 Marketing Mix

Marketing mix is a very vital concept in a company's marketing strategy. Sudirjo explain that the formulation and implementation of a marketing strategy necessitates the careful consideration and alignment of multiple facets and elements to attain the most favourable outcomes [6]. Marketing itself is defined as the activity of exchanging goods or services between social groups to satisfy their needs, and is a crucial element for the survival of the company.

Marketing strategy plays a key role in adapting to the company's environment and finding solutions to business challenges. According to Kotler & Armstrong, the marketing mix consists of four main elements: product, price, place, and promotion [7]. Each of these elements plays an important role in creating the expected response from the target market. The importance of the marketing mix is also emphasized by Kotler & Armstrong, who emphasize the need to manage each element of the marketing mix in an integrated and strategic manner so that companies can achieve their marketing goals effectively [7].

The marketing mix includes four main components that are interrelated and mutually supportive. Product includes various attributes such as quality, variety, features, brand, packaging, and product design. Price includes the financial aspect related to the value that consumers must pay to obtain the product, including discounts and promotional pricing strategies. Place determines the physical or virtual location where the product is sold or available to consumers, including distribution channels and logistics. While promotion involves communication strategies to introduce the product, attract consumer interest, and encourage purchases.

Furthermore, the company combines the components in the marketing mix by presenting below:



**Fig. 1.** Marketing Mix. Source by Kotler and Amstrong (2016)

Overall, the marketing mix is a very crucial foundation for companies in building and implementing effective marketing strategies. By understanding and integrating these four elements well, companies can increase their competitiveness, meet market needs, and achieve their marketing goals.

## 2.4 Consumer Behaviour

Consumer behavior refers to the activities of individuals in choosing, purchasing, and using products or services to meet their needs and desires. According to Solomon in Sangadji & Sopiah, consumer behavior is a dynamic process that continues to change over time, influenced by complex interactions between awareness, behavior, and environmental factors. This definition emphasizes the importance of understanding how consumers respond to products or services offered, as well as how environmental factors influence the way consumers behave [8].

Further, the integration of consumer behavior insights into marketing strategies equips businesses with a profound tool to enhance engagement and achieve competitive success. This integration not only informs the creation of products and services that better meet consumer needs but also enable more effective

communication and stronger relationships with the customer base [9]. Consumer behavior includes various psychological, social, and economic influences that affect purchasing decisions. By grasping these factors, companies can better predict not only the needs and desires of their customers but also the motivations and contexts behind their choices. This knowledge enables businesses to create products and develop marketing messages that connect more effectively with their target audiences. For example, recognizing that consumers place a high value on sustainability can prompt a company to highlight its eco-friendly practices and products, aligning the brand with consumer values and increasing its attractiveness.

### 2.5 SWOT Analysis

SWOT, an abbreviation of Strengths, Weaknesses, Opportunities, and Threats, is an analytical tool that is useful for identifying factors that affect the performance of an organization or individual in a business context. The main purpose of this analysis as stated by Leonardo is to develop effective strategies based on a deep understanding of market conditions [10]. Hendrawan explains that SWOT analysis involves a thorough evaluation of internal strengths, weaknesses, opportunities, and threats that can affect business performance [11].

SWOT has several important benefits in the context of strategic planning. First, this analysis facilitates the process of evaluating the internal and external conditions of a company by identifying strengths, weaknesses, opportunities, and threats that are likely to occur in the future. Second, SWOT helps determine the relative position of the company in competition with its competitors, which is very important in strategic and marketing decision making. Third, SWOT analysis allows companies to measure their ability to face challenges and competition in the market, as well as design appropriate strategies to optimize profits and manage risks.

Overall, SWOT is a powerful analytical tool to help companies better understand their business environment, identify key factors that affect performance, and design appropriate strategies to maintain their competitive position. By deeply understanding the four aspects of SWOT, companies can respond effectively to market dynamics and maximize existing opportunities.

## 3 METHODOLOGY

The research method used in this study begins with data collection through in-depth interviews and surveys to management and employees of Bouqetru Flower Shop in Makassar to identify internal strengths and weaknesses. Furthermore, external data such as market analysis and industry trends are also collected to identify relevant opportunities and threats. The factors identified from the previous step will be evaluated using a rating scale from 1 to 10 to measure their impact on the performance of the flower shop business. IFAS and EFAS analysis are carried out for each factor, where weights (from 0 to 1) are given to take into account the level of significance of each factor to the business strategy.

The results of these two analyzes are then used to compile a SWOT diagram that describes a combination of SO strategies to support the development of the creative bouquet business of Bouqetru Flower Shop in Makassar City. This method allows

for a holistic understanding of the company's internal and external conditions and formulating the right strategy to optimize existing market potential.

## 4 RESULT AND DISCUSSION

### 4.1 SWOT Analysis

Based on the research results, SWOT analysis is used to evaluate the internal factors of Bouqetcru MSME. Significant internal strengths include strategic location, high product quality assurance, relatively competitive prices, and a reliable delivery system. On the other hand, there are weaknesses such as limited knowledge of the product, lack of skills in interacting with consumers, problems with product availability, and less than optimal cooperation with delivery partners. External factors that influence include opportunities such as the location close to several campuses and the popularity of this MSME among the community, as well as the existence of developing technology for product promotion. However, this MSME also faces threats from tight competition in similar markets, a large number of competitors, less than optimal promotion, and price pressure from competition.

This analysis provides a basis for identifying appropriate strategies for Bouquet Cru MSME. Recommended strategies include leveraging internal strengths to maximize existing opportunities, such as improving product quality and improving availability management. In addition, MSMEs need to develop strategies to address the threats they face, such as differentiating themselves from competitors through product innovation or improvements in marketing strategies. With this approach, it is hoped that Bouqetcru MSME can increase its competitiveness and reduce the impact of challenges faced in a competitive market.

### 4.2 Analysis of IFAS Strategy Factors

Based on the results of the internal environmental analysis of Bouqetcru MSMEs, the main focus is on evaluating the company's strengths and weaknesses. Internal strengths are assessed based on the ability of MSMEs to carry out their operations to achieve predetermined goals, especially in terms of product quality which is very guaranteed, which is the main factor in influencing consumer preferences. However, there are also significant weaknesses related to the lack of efficiency in cooperation with shipping partners, which is reflected in the weight value of 0.14 in this analysis.

**Tabel 1.** Internal Factor Analysis

Internal Factors		Weight	Rating	Weight X Rating (Score)
Strength	Strategic location	0.18	4.00	0.73
	There is a guarantee of product quality	0.18	5.00	0.91
	Competitive product prices	0.14	4.00	0.55
	Reliable delivery	0.14	3.00	0.41
Weakness	Lack of knowledge about the product	0.05	1.50	0.07

k n e s s	Lack of approach to consumers	0.09	2.00	0.18
	Product availability issues	0.09	2.00	0.18
	Delivery partners are inadequate	0.14	4.00	0.55
Total		1.00		3.58

The results of the analysis of Bouquetrcru's internal factors show quite good performance, through an overall weighting value of 0.18. Despite having a dominant strength in product quality, Bouquetrcru MSME needs to improve cooperation with shipping partners to increase its operational efficiency. This evaluation provides a comprehensive view of Bouquetrcru MSME's internal position in the market and provides a basis for formulating appropriate strategies to improve the company's performance and competitiveness in facing intensive challenges in a competitive market.

**4.3 Analysis of EFAS Strategy Factors**

Based on the analysis of the external environment of Bouquetrcru MSMEs, the main factors to consider are opportunities and threats that affect product sales. Opportunities are evaluated based on the potential benefits or profits that can be obtained, while threats describe the risks that may be faced in business operations. This evaluation is carried out by multiplying the weighting of each external factor by the relevant rating value, resulting in a total external factor score of 3.73 with a weighting of 0.18.

**Table 1.** Internal Factor Analysis

External Factors		Weight	Rating	Weight X Rating (Score)
O p p o r t u n i t i e s	Close to several campuses	0.14	4.00	0.55
	Located in the city center	0.14	4.00	0.55
	Many people are already familiar with MSMEs	0.09	3.00	0.27
	Technological developments for promotion	0.18	4.50	0.82
T h r e a t s	There is product competition	0.09	3.00	0.27
	Many competitors	0.18	4.50	0.82
	Promotion is not optimal	0.09	3.00	0.27
	There is price competition	0.09	2.00	0.18
Total		1.00		3.73

The results of the SWOT analysis of Bouquetrcru show that their internal strengths have a total score of 2.60, confirming that this MSME has significant advantages,

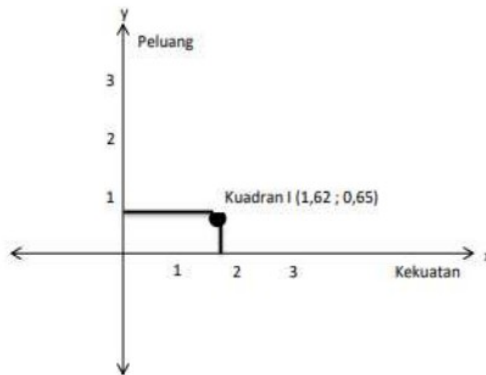
especially in the quality of the products sold. On the other hand, the total weakness score of 0.98 indicates that there are still areas that need to be improved, especially in increasing the efficiency of cooperation with shipping partners.

From an external perspective, Bouqetcru has a total opportunity score of 2.19, indicating that they can optimize market potential by utilizing strategic locations and developing technologies. However, the total threat score of 1.50 indicates that intense competition and price pressures are challenges that must be overcome. Thus, this SWOT analysis provides a basis for formulating appropriate strategies to maximize existing opportunities and reduce the impact of threats faced by Bouqetcru MSME.

Based on the results of the SWOT analysis of Bouqetcru MSMEs, the company's strategic coordinates can be determined as follows:

1. Internal analysis coordinates (total strength score - total weakness score) =  $2.60 - 0.98 = 1.62$ . These coordinates indicate that Bouqetcru MSME has a net advantage of internal factors that can be utilized to optimize their operations, especially in terms of guaranteed product quality.
2. External analysis coordinates (total opportunity score - total threat score) =  $2.19 - 1.50 = 0.69$ . These coordinates indicate that Bouqetcru MSME has quite significant opportunities from external factors, such as strategic location and developing promotional technology, although they also face threats from tight market competition and price pressures.

Thus, Bouqetcru is in Quadrant I of the SWOT matrix, indicating a good combination of significant internal strengths and favorable external opportunities. The recommended strategy is to leverage internal strengths to optimize existing opportunities, while addressing or reducing the impact of threats faced, so as to strengthen their position in the competitive market.



So the coordinate point is located at (1,62; 1,5)

From the image it can be seen that the coordinate point is located in Quadrant I.

#### 4.4 Result Based on Matrix SWOT Analysis

Based on the previous analysis, Bouqetcru MSMEs is placed in Quadrant I, indicating a very favorable condition because it has a combination of opportunities

(Opportunities) and strengths (Strengths) (SO). To optimize existing opportunities, the recommended strategy is to implement a progressive growth-oriented policy. One strategy that can be implemented is to maintain and improve product quality by focusing on understanding and fulfilling customer needs, the effectiveness of demand management, and improving the process of improvement and solutions. In addition, another strategy is to improve service through technology by increasing online marketing, simplifying business operational management, and improving effective communication channels to consumers. It is hoped that this strategy will strengthen Bouquet Cru SMEs position in the market and increase customer satisfaction and loyalty.

## 5 CONCLUSION

The results of the study indicate that this MSME has a dominant strength in guaranteed product quality, providing a competitive advantage in meeting high standards. However, the main challenge that needs to be addressed is the lack of partnerships for delivery, which requires increased cooperation with partners to improve operational efficiency. The internal evaluation of the MSME showed a score of 3.58, reflecting a strong position in utilizing their internal strengths.

Externally, this MSME faces significant opportunities through technological developments for product promotion, but also faces serious threats from tight competition with similar competitors. The external evaluation of the MSME recorded a score of 3.73, indicating the need for a strong strategy to differentiate itself in a competitive market.

Bouquetru UMKM is included in Quadrant I in the SWOT analysis, showing a balanced combination of solid internal strengths and good external opportunities. The recommended strategy is to implement an aggressive growth policy, utilizing internal strengths to optimize existing opportunities. This approach is expected to strengthen Bouquetru UMKM's position and increase competitiveness and market penetration in a dynamic business context.

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