



Research Paper

## Application Of Swot Analysis To The Sustainability Of As-Syams Boutique Business In Makassar City

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**ABSTRACT:** The development of fashion trends cannot be separated from increasingly trendy technology, so business actors are trying to utilize these technological developments as a means of ideas and innovation to create products that are appropriate to the times so that they can attract the attention of consumers and be able to compete in the market. Therefore, every business person is required to know the right strategy for introducing the products they produce. This research aims to find out the SWOT implementation strategy carried out by the As-Syams boutique business in Makassar City. This research is descriptive research using a qualitative approach. The informant was determined deliberately, namely the owner of the As-Syams boutique business. Data collection used in research includes observation, interviews, and documentation. The data obtained was analyzed using SWOT analysis. Based on the research results, show that the strategy implemented by the As-Syams boutique business is in quadrant one, namely Aggressive (growth-oriented strategy) or in a dynamic growth position or in a strength-opportunity strategy position (using strengths to take advantage of opportunities in decision-making). This shows that there is an opportunity to develop the As-Syams boutique business, apart from having strengths that are greater than its weaknesses, it also has opportunities that are greater than threats.

**KEYWORDS:** SWOT analysis, boutique business, marketing strategy, Muslim fashion

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### I. INTRODUCTION

Indonesia is one of the countries with the highest Muslim population in the world. Based on figures from the World Population Review, around 229 million people, or 87.2% of the total population of this country, are Muslim [1]. Based on existing data, the market size provides great opportunities for the Muslim fashion industry in Indonesia because demand for these products continues to increase. This fashion business has profitable prospects, considering the habit of Indonesian Muslim communities to buy new clothes in large quantities before religious holidays. Today's lifestyle demands fashionable clothing to communicate and convey the wearer's individuality apart from being a means of body protection [2].

The development of fashion trends cannot be separated from the existence of increasingly trendy technology, so business actors are trying to utilize these technological developments as a means of ideas and innovation to create products that are appropriate to the times so that they can attract the attention of consumers and be able to compete in the market. Fashion trends do not just happen, several factors influence the occurrence of fashion trends, including fashion product designers, famous figures, and events or seasons of a trend [3]. The rapid increase in the number of Muslim fashion entrepreneurs from local and international brands aligns with expert Susilowati's opinion. Influenced by the rise of social media in technological developments, offline business people are switching to online-based business models [4]. This shows that competition in the fashion industry is getting tougher every year.

Women and fashion are very closely related as if both have become necessities. Given the ever-changing nature of fashion, lifestyle refers to an appearance that supports a woman who follows the latest trends in the industry [5]. One of the fashion businesses that sells Muslim clothing products in the city of Makassar is As-Syam Boutique. With the increasingly rapid growth of the Muslim fashion industry, sales turnover has become unstable [6]. Transactions only increase during Idul Fitri celebrations. To maintain the existence of sales at As-Syams Boutique, it is necessary to innovate, so that it can survive in the long term. To predict changes in the business environment, market their products optimally, and survive in an increasingly

competitive market by developing strategies with strong competitiveness, business people must be able to view the company's internal and external conditions objectively [7].

In the business world, competition is something that is often encountered. The number of competitors in a business must be directly proportional to the products or services released, both in terms of quality, creativity, and innovation. This effort is made to attract consumers to buy the products they need through fashion trends and design models. Apart from these things, you also have to pay attention to production. If you want to reach a wider market, you need larger production, and the production process must be fast so that you can compete with other business actors in the same field. with higher production levels. larger and higher financial capital. The increasingly dynamic business environment [8].

Previous research on marketing strategy has been conducted by [9]; [10]; [11]; [12]; [13]; [14]; [15]; [16]; [17]; [18]; [19]; [20]; [21]. This previous research describes the marketing strategies carried out in large-scale fashion businesses, in contrast to the As-Syam boutique, which is a medium-scale business. In its development, it found problems both in its internal and external environment. To achieve business improvement, the basic thing that needs to be done is to identify internal and external factors using the SWOT analysis tool, so that the As-Syam boutique can determine a strategy to develop its business and survive in a competitive environment.

## **II. RESEARCH METHODS**

This research was conducted on As-Syams Boutique products on Jalan Tamangapa Raya, Ruko Perdos Perdata no. 7A, Manggala District, Makassar City, South Sulawesi. This research was carried out in September 2023. This research was carried out for 2 months, from September to October 2023.

Primary data was obtained from direct observation, discussions, filling out questionnaires, and in-depth interviews with internal company parties consisting of business owners and 5 consumers who are regular customers of the As Syam boutique. Meanwhile, secondary data was obtained from related agencies such as the Central Statistics Agency, company reports, the internet, journals, online news, and references related to the research conducted.

This research uses primary and secondary data. Qualitative data analysis is used to determine the company's internal environment through strengths and weaknesses and the external environment in the form of opportunities and threats. The data analysis used in this research uses the SWOT analysis technique with a qualitative approach based on Strengths, Weaknesses, Opportunities, and Threats. SWOT analysis is used to answer the problems in this research [22].

After identifying internal and external factors, they are entered into a matrix called the internal strategic factor matrix or IFAS (Internal Strategic Factor Analysis Summary). External factors are included in a matrix called the external strategic factor matrix EFAS (External Strategic Factor Analysis Summary). The next stage of matching is to match strengths and weaknesses with opportunities and threats. The matching stage is carried out using an analysis tool, namely the SWOT matrix.

The SWOT matrix can clearly describe the external opportunities and threats faced according to the strengths and weaknesses. The SWOT matrix is also an analytical tool intended to describe the situation that an organization is currently facing or may be facing. Four cells of possible alternative strategies can be generated :

- a. SO (Strength-Opportunities) strategy, namely utilizing all strengths to seize and exploit maximum opportunities.
- b. ST (Strength-Threats) strategy, namely using existing strengths to overcome threats.
- c. WO (weakness-Opportunities) strategy, namely utilizing existing opportunities by minimizing existing weaknesses.
- d. WT (weakness-threats) strategy, namely activities that are defensive and try to minimize existing weaknesses and avoid threats.

## **III. RESULT AND DISCUSSION**

### **A. Internal Factor Analysis**

Identification of the internal factors of the As-Syams boutique business is as follows:

#### **Strength**

- 1) Good quality raw materials  
As-Syams Boutique pays attention to the quality of the materials it sells. One of the strengths of the As-Syams Boutique business is the quality of the ingredients which has been recognized by consumers who have purchased products from As-Syams Boutique.
- 2) Design according to market share  
The design determines what products consumers will choose. Therefore, As-Syams Boutique provides designs that suit market demands and adapt to existing trends.

- 3) Have good service quality  
As-Syams Boutique has good service quality in terms of staff who can understand customer needs, are punctual in providing each product, and provide good and friendly customer service.
- 4) Product quality is guaranteed  
As-Syams Boutique products have quality because the workmanship, from the sewing process to the packaging process, is carried out by skilled workers so that the products are high quality.
- 5) Relatively affordable price

**Weakness**

- 1) The use of digital platforms is not optimal.  
The use of social media is still not optimal in promoting As-Syam boutique products, so the marketing reach is limited.
- 2) Limited business capital.  
To develop a good business, of course, you need sufficient capital in terms of production, marketing, and sales. Limited business capital is an obstacle to providing quality raw materials.
- 3) Lack of professional resources.  
The skills possessed by As-Syam boutique employees are still lacking, especially in using digital marketing.
- 4) Lack of facilities to support production  
The facilities and facilities owned by the As-Syam boutique are still limited, which affects the production process

**B. External Factors Analysis**

Identification of external factors in the As-Syams boutique business in Makassar City is as follows:

**Opportunity**

- 1) Growing community needs  
The increasing needs of society, especially in Muslim fashion, will become a business opportunity, especially for As-Syams Boutique.
- 2) Strategic location  
The location of the As-Syam boutique is very strategic because it is located on the side of the road and in a densely populated residential area.
- 3) Have loyal customers  
As-Syams Boutique has loyal customers who always come to shop with their friends or family.
- 4) Collaborate with influencers  
Collaborating with influencers by means of endorsements can help the As-Syams Boutique business to increase sales volume.

**Threats**

- 1) Number of similar businesses  
Many competitors sell similar products/businesses, so As-Syams Boutique must innovate products and provide excellent service to customers so that consumers remain loyal.
- 2) There are many imitation products at cheaper prices  
The emergence of imitation products from competitors at prices that are more affordable for consumers can be a threat to As-Syams Boutique
- 3) Uncertain sales conditions cause limited availability of new stock.

**C. IFAS Matrix**

Based on data processing, internal factors and external factors can be identified which are then entered into the internal strategy factor matrix (IFAS) and external strategy factor matrix (EFAS) for evaluation, so that appropriate alternative strategies are obtained for developing the As-Syams boutique business. Matrix (IFAS) of As-Syams boutique business in Makassar city:

**Table 1.** Internal Strategic Factor Analysis Summary (IFAS) matrix for the As-Syams boutique business in Makassar City.

Number	Internal Strategy Factors	Weight	Rating	Weight x Rating
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A	Strength			
1	Good quality raw materials	0,12	4	0,48
2	Design according to market share	0,10	3	0,30
3	Have good service quality	0,11	3	0,33
4	Product quality is guaranteed	0,14	4	0,56
5	Relatively affordable price	0,12	4	0,48
	<b>Amount A</b>	<b>0,59</b>	<b>18</b>	<b>2,15</b>
B	Weakness			
1	The use of digital platforms is not optimal	0,07	2	0,14
2	Limited business capital	0,13	3	0,39
3	Lack of professional resources	0,13	3	0,36
4	Lack of facilities to support production	0,07	3	0,21
	<b>Amount B</b>	<b>0,41</b>	<b>10</b>	<b>1,10</b>
	<b>Amount A + B</b>	<b>1</b>	<b>28</b>	<b>3,25</b>

Source: Data processing results, 2024

The results of the internal factor analysis in Table 1 show that the internal factor indicator is that the As-Syams boutique business has guaranteed products in terms of the quality of raw materials and design. Therefore, it becomes a strength in future business development with the highest score of **0.56**. However, this boutique does not utilize digital platforms to promote its business with a score of **0.14**, so promotional efforts need to be made by maximizing the use of social media. The results of the IFAS strengths and weaknesses matrix obtained a total weighted score of **3.25**, this shows that the business ability of the As-Syams boutique is relatively strong in using its strengths to overcome its weaknesses.

#### D. EFAS Matrix

The EFAS matrix for the As-Syams boutique business in Makassar City can be seen in Table 2 below:

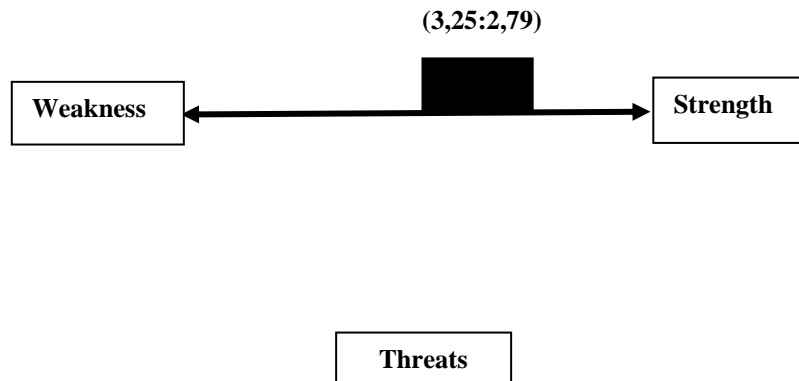
Table 2. EFAS Matrix (Summary of External Factor Analysis) on the Marketing Strategy of the As-Syams Boutique Business in Makassar City

Number	Internal Strategy Factors	Weight	Rating	Weight x Rating
A	Opportunities			
1	Growing community needs	0,13	3	0,39
2	Strategic location	0,14	3	0,42
3	Have loyal customers	0,18	4	0,72
4	Collaborate with influencers	0,16	3	0,48
	<b>Amount A</b>	<b>0,61</b>	<b>13</b>	<b>2,01</b>
B	Threats			
1	Number of similar businesses	0,15	2	0,30
2	There are many imitation products at cheaper prices	0,10	2	0,20
3	Uncertain sales conditions cause limited availability of new stock.	0,14	2	0,28
	<b>Amount B</b>	<b>0,39</b>	<b>9</b>	<b>0,78</b>
	<b>Amount A + B</b>	<b>1</b>	<b>22</b>	<b>2,79</b>

Source: Data processing results, 2024

The results of the external factor analysis in Table 2 show that the external factor indicator is having loyal customers with a score of **0.72** because loyal customers will not shop elsewhere, this can increase sales from the As-Syams boutique business. Apart from that, a factor that threatens business continuity is the large number of imitation products at cheaper prices with a score of **0.20**. The results of the EFAS opportunity and threat matrix obtained a total weighted score of **2.79**, this shows that the As-Syams boutique business can take advantage of opportunities and overcome relatively strong threats.

Opportunity



**Figure 1. Asy-Syams Boutique Business Positioning Strategy in Makassar City in 2024**

The calculation results of the IFAS (Internal Strategic Factor Analysis Summary) matrix and the EFAS (External Strategic Factor Analysis Summary) matrix produce a horizontal axis (X) value for the strength factor of **3.25** and a probability value for the vertical axis (Y) of **2.79**. Based on the results of these calculations, the development of the as-Syams boutique business in Makassar City can be depicted in a SWOT diagram as in Figure 1.

Based on the SWOT diagram in Figure 1, it can be seen that the strategic marketing position of the As-Syams boutique in Makassar City in the strategic environmental analysis mapping (internal and external environment) is in quadrant I, namely Aggressive (Growth Oriented Strategy) or in a dynamic growth position or a strategic position of strength (using strengths to take advantage of opportunities in decision making). This shows that there is an opportunity to develop the marketing of the As-Syams boutique business, apart from having strengths that are greater than its weaknesses, it also has opportunities that are greater than threats.

**E. SWOT Matrix**

The SWOT Matrix is a matching tool used to compile the strategic factors of a business. The IFE and EFE matrix analysis that has been carried out is then arranged in a SWOT matrix to formulate strategies based on the internal and external factors that have been identified. Strategy formulation using the SWOT matrix consists of four (4) combinations of factors, consisting of Strength–Opportunity (S–O) strategy, Strength–Threat (S–T) strategy, Weakness–Opportunity (W–O) strategy, and Weakness– Threats (W–T) in table 3 are as follows:

Table 3. SWOT Analysis Matrix Business Development Strategy for Tolpin Daeng Kio Chicken Kampung restaurant in Gowa Regency, South Sulawesi Province, 2024

Internal Factors	Strengths (S)	Weaknesses (W)
External Factors	<ol style="list-style-type: none"> <li>1. Good quality raw materials</li> <li>2. Design according to market share</li> <li>3. Have good service quality</li> <li>4. Product quality is guaranteed</li> <li>5. Relatively affordable price</li> </ol>	<ol style="list-style-type: none"> <li>1. The use of digital platforms is not optimal</li> <li>2. Limited business capital</li> <li>3. Lack of professional resources</li> <li>4. Lack of facilities to support production</li> </ol>
Opportunities (O)	<p><b>S-O Strategies</b></p> <ol style="list-style-type: none"> <li>1. Maintaining the quality of product materials to maintain customer loyalty (S1, O4)</li> <li>2. Provide good service to customers so that consumers remain loyal to shop at As-Syams boutique (S3,O4)</li> </ol>	<p><b>W-O Strategies</b></p> <ol style="list-style-type: none"> <li>1. Increase the use of social media and collaborate with influencers so that the As-Syams boutique becomes more famous and sales volume can increase. (W1, O2)</li> <li>2. Increase professional resources in the marketing sector by</li> </ol>

	<ol style="list-style-type: none"> <li>3. Collaborate with influencers and provide good service so that As-Syams Boutique is increasingly known to the wider community. (S3, O2)</li> <li>4. Design according to market needs and collaborating with influencers can increase sales volume (S2, O2).</li> <li>5. As-Syams boutique products are increasingly in demand by consumers because the prices are affordable and product quality is guaranteed (S5, S4, O1).</li> </ol>	<p>collaborating with influencers to attract customers to shop at As-Syams Boutique (W3, O2)</p> <ol style="list-style-type: none"> <li>3. Adding facilities to support production because the public's need for Muslim clothing is increasing (W4, O1)</li> <li>4. With a strategic boutique location that is easy to reach for customers, and optimizing the use of social media, the As-Syam boutique will become increasingly well known and can reap profits (W1, O3)</li> <li>5. Increase business capital by looking at the development of increasing community needs for Muslim clothing (W2, O1).</li> </ol>
<p><b>Threats (T)</b></p> <ol style="list-style-type: none"> <li>1. Number of similar businesses</li> <li>2. There are many imitation products at cheaper prices</li> <li>3. Uncertain sales conditions cause limited availability of new stock.</li> </ol>	<p><b>S-T Strategies</b></p> <ol style="list-style-type: none"> <li>1. Maintaining the quality of raw materials even though there is a lot of competition from similar businesses (S1, T1).</li> <li>2. Maintain the quality of As-Syams boutique products so that customers are not influenced by imitation products at low prices (S4, T2).</li> <li>3. Provide customers with the best service so they remain loyal to shopping at As-Syams Boutique (S3, O4).</li> <li>4. Even though sales conditions are unstable and new stock is limited, As-Syam Boutique still provides good service at affordable prices (S3, S5, T3).</li> </ol>	<p><b>W-T Strategies</b></p> <ol style="list-style-type: none"> <li>1. Increase digital use through social media so as not to compete with other similar businesses. (W1, T1).</li> <li>2. Improve the main facilities that support production so that they can compete with other similar companies even though they produce imitation products at low prices (W4, T1, T2).</li> <li>3. Improve production facilities and increase business capital so that new stock or goods remain available. (W4, W2, T3).</li> </ol>

Source: Data processing results, 2024

Based on Table 3, the SWOT matrix can identify several strategies that are suitable for developing the As-Syams boutique business in Makassar City. Several alternatives can be formulated as follows:

**a. SO Strategy**

SO strategy is to create a strategy that uses strengths to take advantage of opportunities. The strategy is;

- Maintaining the quality of product materials to maintain customer loyalty
- Provide good service to customers so that consumers remain loyal to shop at As-Syams boutique
- Collaborate with influencers and provide good service so that As-Syams Boutique is increasingly known to the wider community.
- Design according to market needs and collaborating with influencers can increase sales volume
- As-Syams boutique products are increasingly in demand by consumers because the prices are affordable and product quality is guaranteed

**b. WO Strategy**

The WO strategy is to create a strategy that minimizes weaknesses to take advantage of opportunities.

The strategies are;

- Increase the use of social media and collaborate with influencers so that the As-Syams boutique becomes more famous and sales volume can increase
- Increase professional resources in the marketing sector by collaborating with influencers to attract customers to shop at As-Syams Boutique
- Adding facilities to support production because the public's need for Muslim clothing is increasing

- With a strategic boutique location that is easy to reach for customers, and optimizing the use of social media, the As-Syam boutique will become increasingly well known and can reap profits
- Increase business capital by looking at the development of increasing community needs for Muslim clothing

#### **c. ST Strategy**

The ST strategy is to create a strategy that uses power to overcome threats. The strategies are;

- Maintaining the quality of raw materials even though there is a lot of competition from similar businesses
- Maintain the quality of As-Syams boutique products so that customers are not influenced by imitation products at low prices
- Provide customers with the best service so they remain loyal to shopping at As-Syams Boutique
- Strategic business location and having special couriers to serve consumers so that they can compete with similar restaurants.
- Restaurant business owners are always creative in producing various types of menus, plus a special menu in the form of free-range chicken so that it is not easily imitated by other restaurant entrepreneurs

#### **d. WT Strategy**

The WT strategy is to create a strategy that minimizes weaknesses and avoids threats. These strategies are:

- Improve services by increasing digital use through social media so as not to compete with other similar businesses.
- Utilizing technology in payment facilities using debit and Qris, making it easier for consumers to make transactions and improving services so they can compete with other similar businesses.
- Improving the performance of businesses managed by the family and improving business management so that they can win competition with similar businesses.
- Even though sales conditions are unstable and new stock is limited, As-Syam Boutique still provides good service at affordable prices

### **IV. CONCLUSION**

Based on the results of research conducted on the As-Syams boutique, the following conclusions can be drawn: The condition of the As-Syams boutique is in quadrant I, which shows that the company is in a very profitable condition. because it has quite promising strengths and opportunities to support the strategy being implemented.

(1) The S-O (Strength-Opportunity) strategy is to maintain the quality of product materials to maintain customer loyalty; provide good service to customers so that consumers remain loyal to shop at As-Syams boutique; collaborate with influencers and providing good service so that As-Syams Boutique is increasingly recognized by the wider community; Design according to market needs and collaborating with influencers can increase sales volume; As-Syams boutique products are increasingly in demand by consumers; because prices are affordable and product quality is guaranteed. (2) The S-T (Strength-Threat) strategy that can be used is: Maintaining the quality of raw materials even though there is a lot of competition from similar businesses; Maintaining the quality of As-Syams boutique products so that customers are not influenced by the existence of imitation products at low prices; Providing the best service to customers so that they remain loyal to shop at As-Syams Boutique; Even though sales conditions are unstable and new stock is limited, As-Syam boutique still provides good service at affordable prices. (3) The W-O (Weakness-Opportunity) strategy is to increase the use of social media and collaborate with influencers so that the As-Syams boutique becomes more famous and sales volume can increase; Increasing professional resources in the marketing sector by collaborating with influencers to attract customers to shop at As-Syams boutique; Adding facilities to support production because the public's need for Muslim clothing is increasing; With a strategic boutique location that is easy for customers to reach, and optimizing the use of social media, the As-Syam boutique is increasingly well known and can reap profits; Increase business capital by looking at the development of increasing community needs for Muslim clothing. (4) The W-T (Weakness-Threat) strategy is to increase digital use through social media so as not to compete with other similar businesses; Improve the main facilities that support production so that they can compete with other similar companies even though they produce imitation products at low prices; Improve production facilities and increase business capital so that new stock or goods remain available.

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