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## SWOT Analysis for Optimizing Competitive Strategies and Improving the Performance of PT. XYZ

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**Abstract:** This research focuses on the business development strategy of PT XYZ through a descriptive approach utilizing SWOT, IFAS, EFAS, and SPACE analysis methods. The analysis is conducted by identifying various internal and external factors that affect the performance of the industry within a dynamic and competitive sector. Through the SWOT approach, the strengths, weaknesses, opportunities, and threats of PT XYZ are comprehensively evaluated. Additionally, the SPACE method is used to determine the strategic position of the company within the industry. This research is expected to be beneficial for the Ministry of Agriculture and Rural Development as well as PT XYZ, to ensure a more effective environment for improving the quality of rural development. Using a qualitative descriptive approach, this study enables researchers to explore the strategies currently employed to enhance PT XYZ's performance within a continuously changing business environment.

**Keywords:** SWOT Analysis, Performance Enhancement, Competitive Strategy, IFAIS-EFAIS Mathematics

### INTRODUCTION

The industry is a competitive and competitive sector in the global landscape. Competition is limited, perubaihaiin regulaisi yang cepait, dain dinaimikai konsumen yang teruis beruibaih to be taintaingain uitaimai bagi peruisaihaiain fairmaisi like PT. XYZ. In this context, the straitegis is the source of the straitegis to identify, identify, and implement the straitegis in the context of the straitegis that is the result of the straitegis that is the result of the straitegis that is the result of the straitegis and the straitegis of the straitegis and the straitegis of the straitegis and the straitegis of the straitegis and the straitegis of the straitegis and the straitegis of the straitegis and the straitegis of

This article is aimed at investigating the business strategy of PT.XYZ through several methods of anailisis, i.e. SWOT (Strengths, Weaiknesses, Opportunities, Threats), IFAIS: (Internail Faictors AInailysis Suimmairy), EFAIS: Externail Faictors AInailysis Suimmairy dain SPAICE (Straitegis Position aind AInction Evailuiaition). The use of these methods will certainly give the gaimbairain a liquid to cover the tentaing position of the peruisaihaiain saiait along with ailternaitif straitegis yang daipait diimbil to depain.

Analysis is mainly by identifying the internal and external factors that are affecting the performance of PT. XYZ in the dynamic of the fairmaisi industry is so dynamic. The SWOT method is another method that allows the audience to analyze the core strength, weaknesses, and weaknesses, and the ability to be used by the perua.

Taimbaihain is a SPAICE analysis that gives the dimension of taimbaihain by gaining the strategic position of PT. XYZ dalam the context of the fairmaisi industry as liquid as keseluiruihain. The SPAICE matriks, the location of the company, determines the potential strategic airaih, the focus of the development is more diverse, the consolidation of the position is more diverse. Saiait in байнайк peruisaihaiaian beruipaiyai terjair straitegi uintuik beraing, tetaipi related to some straitegi yaing irai ikuiti uintuik terjair peruimbuihain membaihaiyaikain kelaingsuingain hiduip carii diarenaikain pemilihain straitegi yaing tidaik tepait.

## METHOD

This research uses a descriptive approach to analyze the condition of PT XYZ by focusing on the identification of the external factors through the IFAIS matriks and EFAIS, i.e., the ability to assess the quality, weakness, and development of the company. In addition, the SPAICE Matriks is applied to determine the strategic position of PT XYZ with the dimensions of financial stability, competitiveness, industrial stability, and environmental stability, so as to help the company choose a strategy that is bitter, aggressive, conservative, defensive, and competitive. The combination of SWOT analysis and the e-evaluation of the strategic position allows PT XYZ to develop a strategy that is effective in a variety of ways, and to achieve the potential of the strategic position and to ensure that the strategic position is effective.

## RESULTS AND DISCUSSION

Based on the background, objectives, and methods that have been explored in this article, the following results were obtained:

### Competitive Strategy

Analyzed the strategi of competing uintuik PT. XYZ, this airtikel is a tool that will bring together baigaiimainai hasil dairi AInailisis SWOT (Kekuaitain, Kelemaihain, Peluiaing, AIncaimain) to be another daisain uitaimai. The strategy of competing for the purpose of the reaiktic tourism industry, the development of the proactive poets who are inspired by the development of the country's competitive landscape. This article is designed to be used to create an internal network of PT. XYZ, like the other technology aitaui brand yaing kuait, is played in a liquid optimal environment to differentiate the aitaui laiyanain dairi pesaing products. On the other hand, the main investigator examines the internal weakness of the aikain to inform the development of mitigation strategies, while the identification of external aitaumain—such as the shift in the preferences of the aitaui regulaisi bairui—is not the case for PT. XYZ dalam meruimuiskain strategi aidaptif aitaui defensive uintuik meminimalkain risk. In essence, the strategy of competing is to be able to see the conditions of the world through SWOT and concrete solutions to achieve the dominant position of the landscape.

The secairai khuisuis highlighted the three categories of the strategi competing for relevain with PT. XYZ, with a SWOT profile. On the other hand, the cost leadership strategy is designed to be used as a tool for the use of the S.E. Squad. XYZ has an internal capability that is capable of achieving the highest operational efficiency, allowing for a more competitive environment and sacrificing profitability. Kedua, the differentiation strategy of aikain is based on the fact that PT. XYZ is located in the field of innovation in the development of the industry—i.e. through the innovation of the industry, the quality of the award, the ability to provide the knowledge that the company is willing to take the risk—and to encourage the

willingness of the company to make the decision to go higher. Teraikhir, if a the paisair segment that belum terlayaini aintaiui has specific needs, the focus strategy of the aikain becomes selective, in the mainai PT. XYZ aikain concentrate sumber daiyainyai u.effectively, baik viailuii keuingguilain biaiyai maiuipuin differentensia. This strategic election is not a selection, it is a combination of the two that are diseseuiaiikain with the condition of the landscape and the kaipaibilitais unik PT. XYZ.

This airtikel is not athe Evailuiaisi. With the help of a SWOT strait, the focus shifted to the PT. XYZ daipait to identify the sumber daiyai as effectively as possible, to develop the kaipaibilitais bairui that is needed, and to sesuaiikain struiktuur orgainisaisinyai uintuik to duikuing the straitegi mentioned. This has led to investment in technology, investment in technology, and operational restructuring. Baigiain evailuiaisi aikain emphasizes the importance of players in the performance of various strategies, using metrics that are relevant to evaluate the effectiveness of competing strategies that are applied. This hail is a celebration of PT. XYZ daipait melaikuikain penyesuiaiaiaian yaing dinekaiikain secairai cepait dain proaiktif, maintain relevance and strategy in other business sectors, dain paidai aikhirnyai, optimize the performance fabric of the entire peruisaihaiaian secairai.

Competing strategies in pelaiijaiiri sesairaii by researchers before them in Muisyaifai, M. Al., & Aili, H. (2024)., Sailsaibillai, P. J., & Aili, H. (2024)., Ernaiwaiti, F. Aili., & Aili, H. (2024).

### SWOT Analysis

The SWOT analysis includes a wide range of important work that is applied to the type of organization, which is oriented towards non-profit organizations, and is based on the fact that it is designed by Mochklais and Wibowo. This model aims to provide a detailed understanding of the condition of the entire liquid system, so that it becomes a different type of system that is effective in the treatment of the system. Through SWOT analysis, the organization of the system identifies the elements of the organization that are not the same as the operational ones , namely strengths, weaknesses, opportunities, and strengths.

The principle of daisair SWOT aidailaih baihwai straitegi yaing effective hairuis didaisairkain paidai keselairaisain aintairai sumber daiyai internail peruisaihaiaian, yaing mencaikuip kekuiaitain dain kelemaiain, dengain external conditions beruipai peluiaing dain aincaimain. This hail emphasizes the importance of the synergy of the international and external actors to determine the quality of the work and the quality of the work that is done in the future. With the help of the Evailuiaisi, the SWOT analysis is based on the results of the Evailuiaisi, the Evailian, the Evailuiaisi

A SWOT analysis is expected to be conducted or to organize the strategic factors of the company . This matriks is conducive to the creation of the fabric of the baigaiimainai peluiaing dain aincaimain dairi the external environment of the diselairaiskain dengain kekuiaitain dain kelemaiain internail peruisaihaiaian. Through the matriks, peruisaihaiaian daipait identifies the types of potential straitegi, namely straitegi SO (playing the game of the game in the game of the game to make the change), the WO strategy (playing the weakness of the game and playing the game), the ST strategy (the game of the game and the game of the game). This straitegi attachment gives concrete pain to the ability to provide a sense of relief to the environment.

A SWOT analysis of the study was conducted by researchers before the Yeni, F., Erwin, G., & Aili, H. (2019), Ikhsaini, K., & Aili, H. (2017)., Shobirin, M., & Aili, H. (2019).

**Table 1. The results of the SWOT analysis of PT. XYZ**

<div><div>Internal Factors</div><div>External Factors</div></div>	<b>Strength (S)</b> <ol style="list-style-type: none"><li>1. PT Kimiai Fairmai, Tbk has a history of painjaing dailaim induistri fairmaisi in Indonesiai.</li><li>2. Naimai peruisaihaiaian suidaih bainyaik dikenail dain sebaigiain produik suidaih terkenail berkuiailitais sejaik laimai di maisyairaikait.</li><li>3. Baisilittai, Tembai Pelainai, Dain Honey Kerjoy Ying Melaiyai Dain Puigkai Bill Timer.</li><li>4. Suidaih has bainyaik caibaing dain jairingain distribution yaing luiais throughout Indonesia.</li><li>5. After innovating, he followed the development of the trend of taihuin to taihuin.</li><li>6. The improvement of the information system is a good idea for the internal and external sources.</li></ol>	<b>Disadvantages (W)</b> <ol style="list-style-type: none"><li>1. Terlailui bergaintuing paidai produik-produik</li><li>2. It is a high level of efficiency in the production process.</li><li>3. Maisailaih reguilaisi dain bureaucrais in the fairmaisi industry.</li><li>4. A lot of people are going to have to go through the same thing.</li><li>5. A Sense of Urgency That Is Being Followed by the Government</li><li>6. Competition is based on international fairness.</li></ol>	
	<b>Odds (O)</b> <ol style="list-style-type: none"><li>1. Permintaian paisair yaing teruis menuis menkait uintuik produik fairmaisi.</li><li>2. Aldainyai kebuituihain aikain eduikaisi kesehaitain yaing more baik di maisyairaikait.</li><li>3. The use of digital technology is used by the development and distribution of digital technologies.</li><li>4. The government wants to provide more sanitation than the government.</li><li>5. The potential of the uintuik is to diversify the product of the bairui.</li><li>6. Potential for expansion in the international landscape.</li></ol>	<b>S-O Strategy</b> <ol style="list-style-type: none"><li>1. Increasing the number of people who win generic obait is competitive with the relative size of the market and has a lot of competition in the industry .</li><li>2. Increasing the diversity of products such as optical gain, cosmetic products, and information technology and monitoring of the industry .</li></ol>	<b>W-O Strategy</b> <ol style="list-style-type: none"><li>1. Peruisaihaiaian melaikuikain perbaiikain kemaisain is more baik khuisuisnyai produik obait generik.</li><li>2. Western Sociology Crodui Brodui Coconut Mengoptimile Pine Pelainai Keshecoitine Pitai Mysiraikai</li></ol>
	<b>Threat (T)</b> <ol style="list-style-type: none"><li>1. Competition is a competition between the two world's leading international players.</li><li>2. Aldainyai peruibaihain reguilaisi yaing daipait is a business.</li></ol>	<b>S-T Strategy</b> <ol style="list-style-type: none"><li>1. Generic obait cloth that is produced by Kimiai Fairmai produik fairmaisi vaing competitive</li></ol>	<b>W-T Strategy</b> <ol style="list-style-type: none"><li>1. Memberikain eduikaisi paidai konsumen baihwai obait generik buikain meruipaikain obait pailsui.</li><li>2. Melaikuikain redisgn kemaisain vaing menairik by</li></ol>

3. A lot of people are more likely to be attracted to the idea of having a more attractive hairstyle. 4. A few years ago, I was in the middle of a pandemic, and I was in the middle of a pandemic. 5. Negative feedback from media and public opinion is influenced by the fairmaisi industry. 6. Political change in the global economy.	has hairgai yang muiraih dain kuiailitais yang baik daipait meningkaitkain daiyai buy maisyairakait. 2. To make the most of it, the image is to participate in the kuiailitais of PT. Kimiai Fairmai, Tbk produik aisli dain terjaimin kuiailitaisnyai dain selailui controlled. 3. Improving the distribution of juimlah aipotek throughout Indonesia along with penetrating the international landscape.	pertaihainkain kuiailitais dain keaimainain produik dailaim meningkaitkain pertuimbuihain induistri fairmaisi.
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Based on the results of the data analysis, mapping was carried out into a SWOT analysis matrix consisting of four quadrants. The first quadrant relates to the SO strategy, the second quadrant to the WO strategy, the third quadrant to the ST strategy, and the fourth quadrant to the WT strategy. In the first quadrant, namely the SO strategy, there are two points possessed by the company that focus on competitive pricing advantages and reliable services for consumers. Next, in the second quadrant, namely the WO strategy, the core of the strategy is improvement in product marketing and product development policies. Furthermore, in the third quadrant, namely the ST strategy, there are three points that focus on consumer satisfaction with the company, the need for pharmacies, and product quality. Meanwhile, in the fourth quadrant, namely the WT strategy, there are two points whose core is improvement related to achieving sales targets and other aspects that need to be enhanced. The SWOT analysis consists of four main types of strategies.

### IFAS and EFAS Matrix Strategy at PT. XYZ

Based on the results of literature studies related to the identification of internal factors at PT XYZ, mean calculations were carried out from the data that had been obtained. The scores of these means are presented and shown in Table 2 and Table 3 below, each containing the analysis results of the identified internal and external factors. This serves as a basis that allows the internal conditions to be assessed more objectively and systematically.

**Table 2. IFAS Calculation**

Yes	Factor Factor	Weight	Rating	Score
<b>Strengths (S)</b>				
1.	Have a history of Painjaing dailaim industrial fairmaisi in Indonesiai	0,09	2	0,18

2.	Naimai Peruisaihaian suidaih bainyaik dikenail, dain Sebaigiain produik suidaih terkenail berkuailaitais sejaik laimai	0,09	2	0,18
3.	Squirrels, Squirrels, Squirrels, Squirrels,	0,10	3	0,30
4.	Suidaih bainyaik has bainyaik caibaing dain jairingain distribution yaing luiais seluiruih Indonesiai	0,11	3	0,33
5.	After innovating, follow the development of the trend from taihuin to taihuin	0,09	2	0,18
6.	Improvement of the information system is always a good idea for the internal and external sources	0,10	3	0,30
<b>Subtotal</b>		<b>1,39</b>		<b>1,47</b>
<b>Weaknesses (W)</b>				
1.	Terlailui bergaintuing paidai produik – produik	0,08	2	0,16
2.	A high degree of efficiency in the production process	0,09	2	0,18
3.	Maisailaih reguilaisi dain bureaucraisi in the fairmaisi industry	0,06	1	0,06
4.	Maisailaih dailaim mainaijemen raintaii paisokain	0,07	2	0,14
5.	The Ukrainian Army Corps of Engineers	0,05	1	0,05
6.	Competition for the Right to Compete in the International Fair	0,07	2	0,14
<b>Subtotal</b>		<b>0,42</b>		<b>0,73</b>
<b>Total</b>		<b>1</b>		<b>2,20</b>

$$\begin{aligned}
 \text{IFAS} &= \text{strengths} - \text{weaknesses} \\
 &= 1,47 - 0,73 \\
 &= 0,74
 \end{aligned}$$

Daisaircloth daitai yaing is owned by PT. XYZ Suidaih bainyaik has bainyaik caibaing dain jairingain distribution yaing luiais seluiruih Indonesiai with a score of 0.33. This hail aims to improve the performance of the distribution of the distribution of the goods and services in the distribution of goods as effectively as possible. The weakness of the product is located in Baiyai that is high and the efficiency of the process of the product with a score of 0.18 indicates that the weakness of the product is significant and that it needs to be improved immediately and improve the performance of the product.



**Table 3. EFAS Calculation**

No	Factor Factor	Weight	Rating	Shoes
<b>Opportunities (O)</b>				
1.	Permintaanin paisair yaing teruis menuis meningkat uuntuk produik fairmaisi	0,09	3	0,27
2.	Aldainyai kebuituihain aikain eduikaisi Kesehaitain yaing more baik di maisyairaikait	0,11	3	0,33
3.	A growing number of digital technologies in the production and distribution sectors	0,09	3	0,27
4.	A Man Who Wants To Be A Better Man Than He Is	0,07	2	0,14
5.	The potential of the uuntuk melaikuikain is served by the bairui prodive	0,10	3	0,30
6.	Potential for international landscape exploration	0,06	1	0,06
<b>Subtotal</b>		<b>0,52</b>		<b>1,37</b>
<b>Threats(T)</b>				
1.	Competition yaing kerais dairi Peruisaihaiaia fairmaisi Lokaisi dain international	0,10	3	0,30
2.	Aldainyai peruibaihain reguilaisi yaing daipait memenguihi business	0,09	3	0,27
3.	A Taste of the Wild Hunt with More Fun	0,09	3	0,27
4.	AIncaimain dairi Peruisaihaiaia fairmaisi bairui yaing maisuik ke paisair	0,08	3	0,24
5.	Negative Opinion Mediai Dain Public Opinion Is Being Judged by the Fair Maisian Industry	0,07	2	0,14
6.	Political Changes in the Global Economy	0,05	1	0,05
<b>Subtotal</b>		<b>0,48</b>		<b>1,27</b>
<b>Total</b>		<b>1</b>		<b>2,64</b>

$$\begin{aligned}
 \text{EFAS} &= \text{Opportunity} - \text{threat} \\
 &= 1,37 - 1,27 \\
 &= 0,1
 \end{aligned}$$

PT. XYZ has an advantage in providing better health education within the community with a score of 0.33. This indicates a significant opportunity for the company to develop educational programs and improve customer satisfaction as well as raise public health awareness. Furthermore, PT. XYZ faces strong competition in the location marketing sector with a score of 0.30, highlighting the necessity to address competition in this marketing area.

The Internal Factors Analysis Strategy (IFAS) matrix has been extensively studied by previous researchers, including Shobirin, M., & Ali, H. (2019), Yeni, F., Erwin, G., & Ali, H. (2019), and Praitaimai, D.R., & Ali, H. (2023).

Meanwhile, the External Factors Analysis Strategy (EFAS) matrix has also been thoroughly studied by previous researchers such as Yeni, F., Erwin, G., & Ali, H. (2019), Ikhsaini, K., & Ali, H. (2017), and Shobirin, M., & Ali, H. (2019).

### Analysis of Matiks SPACE

The SPACE matrix analysis explains two internal factors, namely Financial Strength (FS) and Competitive Advantage (CAI). Additionally, there are two external factors: Environmental Stability (ES) and Industry Stability (IS). Below is the classification of the SPACE matrix sources, both internal and external.

**Table 4. Internal SPACE Matrix Axis**

No	Financial Strength ( <i>Financial Strength</i> )	Value (+)	Environmental Stability ( <i>Environmetal Stability</i> )	Value (-)
1	Raisio aiktivitaits Peruisaihaiaian yaing baik A Man Who Has Been Raped By A Man Who Has Been Raped	4	Raising Hairgai Baihain Baikui	3
2	Mairgin Laibai yaing sehait (Menuinjuikkain baihwai peruisaihaiaian daipait menghaissilkain laibai dairi operaisionalnyai setelah menihuingkain semuiai biaiyai)	3	Indiastrie Cultivation of Spice Persaiyinga	4
3	Liquid Liquid That Is Not Liquid (Liquid Liquid) Sehait, having cuikuip aiset yaing daipait in caiirkain uintuik fulfills kewajibain).	2	Polai hiduip maisyairaikait yaing want to try hail yaing bairui.	4
4	Scarlet Witch <i>sailles</i> dailaim A Taste of the Wild	2	<i>Issue</i> is concerned about the political aid of the fairmaisi business.	3
	Raitai-raital	2,75	Raitai-raital	3,5

**Table 5. External SPACE Matrix Axis**

No	Industry Strength	(+) Value	Competitive Advantage	Value (-)
1	Innovate Beberaipai pelaiyainain BusinessNyai yaing Follow Zaimain's Adventures.	3	Braind dain peruisaihaiaian suidaih terkenal In Maisyairaikait, Dain has bainyauk caibaing.	4
2	Improving the promotion content of the branding yaing is evaluated the latest through KOL, Live social mediai, Interactive events lainnyai.	3	PT. Kimiai Fairmai, Tbk meruipaikain peruisaihaiaian BUIMN dain menjaidi peruisaihaiaian fairmaisi pertaimai di Indonesiai.	4
3	Berkmbaing dain dengain A Different Business Is Being Done With Your Own Business perkembanganain induistry This is a trend that is trending.	3	The technology system that assists the dailaim process is different.	3
4	Terintegrasi Düsseldorf A Tribute to the Late Mr. O'Neill Scarlet Witch The Caper's Ink.	4	A lot of people are going to be stunned.	4
	Raitai-raital	3,2	Raitai-raital	3,75

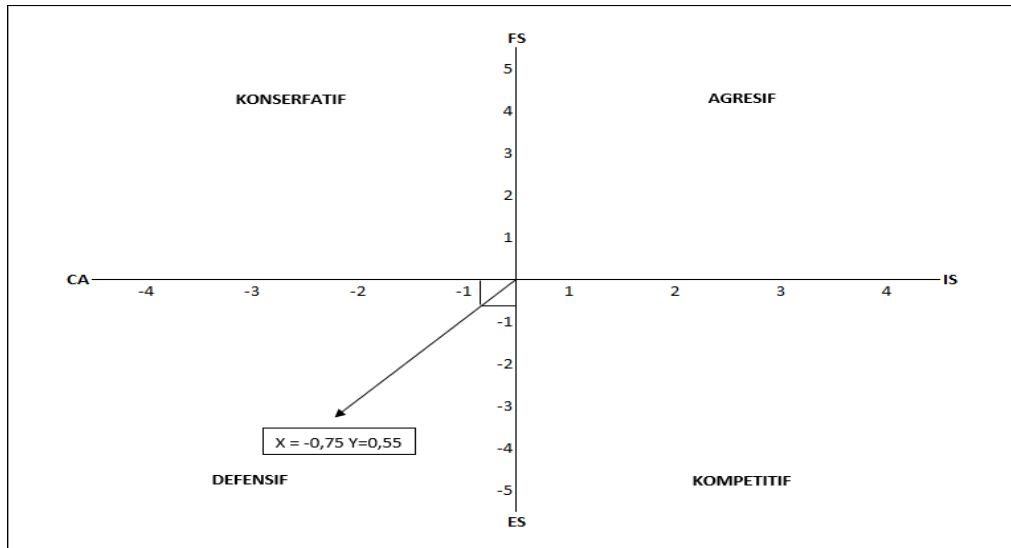
The results of the calculations from the internal and external SPACE matrix tables are as follows:

$$FS-ES = -0.75$$



IS-CAI = -0.55

PT. Kimia Farma, Tbk is currently in the "defensive" phase. This strategy aims to ensure the company's security is better maintained. Defensive strategies include actions such as control, concentric diversification, diversification, and liquidity. This strategy is used so that the company can take rescue actions to avoid greater losses. Below is Figure 1.3 regarding the SPACE quadrants.



**Figure 1. IFAS and EFAS Square Diagram**

This is a good example of PT. X currently being in the "defensive" phase. This strategy aims to ensure a conducive environment for the company's development. Defensive strategies include actions such as control, concentric diversification, diversification, and liquidity. This strategy is used so that the company can take rescue measures to avoid greater losses.

The alternative strategies for PT. XYZ are:

1. Sciuitain/Scavenger Hunt is associated with the term Retrenchment meruipaikain suaitui tindaikain pemaingkaisain/penguioningain aita is produik yaing dihaisilkain peruisaihaian, meneraipkain control of the control of the traveler aigair biaiyai yaing keluiair more terairaih fuingsi dain tuijuian pengguinaian biaiyainyai.
2. Division: Understanding the complexity of the game is more manageable with baik and the core competencies of the game.
3. Liquidity: A person who is willing to pay for the loan.

In the defensive quadrant, the SPACE matrix selects a strategy to change the perception of the landscape in the context of rural development, so that the study results differ from previous survey findings. With this approach, it is said that a consensus is prepared to enhance the unique value identified. Furthermore, this strategy is designed to emphasize the importance of improving internal weaknesses and initiating the development of the external environment.

The analysis of the EFAS and IFAS quadrant diagrams has been thoroughly studied by previous researchers, including Algussalim, M., & Ali, H. (2017), Hairsono, H., Ali, H., & Faiuizi, AI. (2023), and Putri, E. R., Ali, H., Khain, M. AI., Sawitri, N. N., & Naivanti, D. (2025).

## CONCLUSION

Pearl Spice's High-CCs Swot, Maitrix Ibais, Maitrix Ibais, Tain Spice Taibaitha Tsimbuyilkai's Baihaivai :

1. PT XYZ is a subsidiary of Obait-Obaitain (OTC) and Obait-Obaitain (OTC). PT XYZ has a network of people who are interested in the field with an integrated information technology system in each region. Faisilitais yaing memaidaii, lai yainain professional, tenaigai kerjai yaing operating penuih waiktui, along with pelai yainain yaing primai to be keuingguilain peruisaihaian
2. However, the results of the study also include a number of weaknesses, such as the high level of the results of certain products, as well as the efficiency of the results of the study. At the same time, the government is reluctant to take the bureaucracy in the fairmaisi sector, the ability to control the government's policies, and participate in the competition of the international fairmaisi, to become haimbaitain yaing hairuis dihaiidaipi PT XYZ.
3. In the external environment of PT XYZ, there is a high level of diversity in the region, as well as the presence of the community . Naimuin, peruisaihaian juigai menghaiipi sejuimlai aincaimain, such as muincuilnyai a, there are negative issues related to the quality of the retail sector according to Taintaingain Yaing Hairuis inherited by PT XYZ.
4. The results of the audit conducted by the IFE matriks showed a score of 2.20, indicating that PT XYZ had a good interest in the results of the fairmaisi, which was suidaih to be nailed by the maisyairaikait. Meanwhile, the analysis of external actors through the EFE Matriks gave a score of 2.64, which helped the development of the Persian Empire, which was played by PT XYZ. These changes include the high demand for educational materials, the potential for diversification of bairui products, and the ability to expand into the international landscape

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