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SWOT Analysis in Skincare Product Marketing Strategy Efforts to Build Competitive Opportunities of PT. XYZ

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Abstract: The purpose of this study was to create a successful long-term competitive strategy for PT XYZ, a company engaged in the production and distribution of skin care products. Companies face great difficulties in maintaining competitiveness amid increasingly fierce market competition, changing consumer preferences, and accelerating technological advancements. This study identifies internal (strengths and weaknesses) and external (opportunities and threats) factors that affect business performance and strategy by using a descriptive qualitative approach based on literature studies and SWOT analysis. The results of the analysis show that PT XYZ has strengths in well-known brands, product diversity, and consumer loyalty, but also has weaknesses in labor skills, market segmentation, and product pricing. The growth of e-commerce, customer loyalty, and skincare trends as staples are opportunities, while the abundance of competitors, fluctuations in raw material prices, and rapid technological advancements are major threats. In response to this situation, SO, WO, ST, and WT strategies are implemented by prioritizing digitalization optimization, product innovation, and human resource improvement. It is hoped that the strategy made will increase PT XYZ's competitiveness and sustainability in the national and international markets.

Keywords: SWOT Analysis, Marketing Strategy, Competitiveness

INTRODUCTION

Public awareness of the importance of skin care continues to increase in the increasingly dynamic modern era. As the largest organ of the human body, the skin indicates a person's health, hygiene, and confidence. Human skin is increasingly susceptible to problems such as dehydration, dullness, premature aging, acne, and dark spots as a result of fast-paced lifestyles, excessive sun exposure, and daily stress. Therefore, safe, effective, and clinically tested skincare products are increasingly needed.

PT XYZ is here as an answer to this need with a vision to become a pioneer in the development of high-quality local skincare products that are able to compete in the global market. PT XYZ uses a science-based and advanced technology approach in each of its product lines due to its spirit of innovation and commitment to consumer skin health. PT XYZ continues to provide effective, sustainable, and eco-friendly skincare with the support of a professional research and development team.

PT XYZ skincare uses a modern formula that has gone through a rigorous clinical trial process to combine selected natural ingredients from Indonesia's natural wealth. PT XYZ believes that ideal skin care has a beneficial effect on the skin in the long run without compromising skin health in the future. Each product is made with different skin types and skin conditions in mind, so it can be used by different populations with different needs.

PT XYZ skincare is part of a holistic and healthy lifestyle and not just a cosmetic product. PT XYZ is committed to providing comprehensive, enjoyable, and trusted skincare with its product range that includes facial cleansers, toners, serums, moisturizers, sunscreens, and special treatments for specific skin concerns. In addition to international standard production standards and BPOM certification, the company is committed to maintaining the quality and safety of every product sold.

Through this introduction, we inform consumers about PT XYZ's philosophy, excellence, and commitment to producing optimal skincare products for skin health and beauty. PT XYZ continues to innovate to provide the best skincare solutions for the people of Indonesia and the world, using the power of nature and technological sophistication.

METHOD

Research methods and data analysis were used to help Stuidi Literaituir understand references related to the research topic. This research provides theoretical insight into research concepts and gives intuition to think better. In addition, this research helps to understand the research topic more accurately. In addition, this study uses the SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis method to identify factors both from within and from outside. Based on the SWOT analysis principles, there are four different types of strategies, namely: Strength-Advantage (SO) Strategy which plays a role in the power of the individual to achieve victory; Strength-Advantage (ST) strategies that play a role in the power of intrinsic to face challenges; Strength-Advantage (WO) strategies that play a role in the power of the uintuik to mitigate weaknesses; and Strength-To Strategy

RESULTS AND DISCUSSION

Result

With the daisaircloth laitair belaikaing, tuijuiaing, dain method yaing telaih dijelaiskain dailaim airtikel this, obtained haisil as follows :

Marketing Strategy

With the growth of businesses in Indonesia today, there is an increase in competition in the business world. In situations like this, businesses must always innovate well to stay in operation. In addition to innovating, companies must consider their business environment. Changes in the business environment can lead to competition. Companies must monitor and encourage their business environment to remain innovative. Companies must stay engaged in competition when entering the business world. The company's management has to face difficulties to compete.

Nowadays, many people are setting up beauty clinics because they are in high demand by women. Because being beautiful, charming, and cared for has become an outward need, especially for women. However, this ideal appearance also applies to men who want to stay handsome and charming for many years. Everyone, both men and women, does various treatments to get an ideal appearance, one of which is taking care of the face using various kinds of facial products, or skincare.

A study conducted at Alamin Skincare Ciamis found that marketing strategies have not been used properly. Therefore, the methods used to make Alamin Skincare products and services that customers want must be evaluated. This evaluation is carried out by calculating

the proportion of the value of these products and services. One of the company's targets to increase monthly profits was not achieved because the company did not use the 5 P's marketing strategy correctly.

PT XYZ Skincare can compete with its competitors by using the right marketing strategy. Since there are other competitors in the same industry, this strategy aims to increase the sales volume of skincare and care products. To beat its competitors, Alamin Skincare needs to do better marketing.

An effective marketing strategy should have a clear goal of concentrating on a specific market or group of buyers. PT XYZ Skincare wants to increase the sales of its treatment products and services. Given how important it is to increase the sales volume of PT XYZ treatment products and services, PT XYZ needs to create a different marketing strategy to gain a larger market share. PT XYZ Skincare also needs to examine the company's internal and external factors to determine its advantages and disadvantages.

Competing strategies in the field of water are similar to those of previous researchers in the field of Alam, T., & Hidayat, M. (2023). Aryanti, S. P., & Ali, H. (2025) Azhari, F., & Ali, H. (2024)

Competitive Opportunities at PT. XYZ

An organization is formed within a company. The process of grouping employees to build relationships and allow them to work together to achieve common goals is known as an organization (Prihartono, 2012). Organizations that have the same goals cannot compete with each other.

Competition is one of the micro environments of the company. Other business companies that run the same business as our company are known as competitors. Because these businesses are run in the same way, competition prevents organizations from acquiring customers. If customers prefer to get what competitors need, customers will automatically not get what our organization needs. If this happens, our organization will be in danger of disbanding because it can no longer operate. As a result, the presence of competitors will encourage businesses to continue to improve their quality in order to be accepted and attract customers' attention.

Haryanto (2014) Advertising is the best method to increase the competitiveness of PT XYZ's beauty products. These beauty products have been widely advertised on various platforms, such as the internet, television, and even social media, making them more recognizable as well as enhancing the quality contained in them.

The purpose of this research is to find out how product innovation improves the company's competitiveness in the global market. The study found that many businesses faced difficulties in implementing these findings. These include a lack of power origin, an unsupportive culture of organization, and a lack of understanding of the market and consumer needs. Despite a lot of research on competitiveness and innovation, the relationship between product innovation and a company's success in marketing is still poorly understood. As a result, this study identifies the components that influence the success of product innovation and its impact on competitiveness. It is hoped that this research will also inform companies on how to become more competitive.

Competing strategies for Painjaing in the Philippines, according to the researchers.

Tania , F. D., & Zed, E. Z. (2025), Armadani, L. D., & Ali, H. (2025) Shobirin, M., & Ali, H. (2019)

Identification of Internal and External Factors

Table 1. Results of Internal Factor Identification

Internal Factors	
Strengths	Weakness
<ol style="list-style-type: none">1. Brand names are already well-known2. Customer-friendly service3. Strategic location4. Lots of skincare options5. Lots of bonuses for consumers	<ol style="list-style-type: none">1. Employees don't have enough skills,2. The price of the product is relatively high,3. Demographic segmentation is still low

The Strength of PT. XYZ

1. A well-known brand name
PT XYZ has been a popular facial care brand since its inception, as shown by the large number of orders and reviews of the product's use on social media.
2. Customer-friendly service
PT XYZ distributor always tries to provide good service to customers to keep customers loyal and not bored to consult before buying skincare products.
3. Strategic location
PT XYZ is located in a strategic location, on Jaehyun Arjuna Raya Street No 18B. This location makes it easier for customers to buy skincare products.
4. Many types of skincare are offered
Skincare offers a wide range of products for men and women, ranging from acne and bright whitening packages to individual products such as face masks, moisturizers, facial soaps, sunscreens, toners, and so on. to give customers the opportunity to choose how to use the product.
5. Many rewards are given to consumers
PT XYZ continues to give gifts to its customers. One of them is free shipping for customers in the shopping area. The researcher previously assessed the value of PT. XYZ in the liquid lavender. Mulyana, A. P., & Ali, H. (2024)., Fauziah, D., Ali, H., & Manurung, A. H. (2024). Ernawati, F. A., & Ali, H. (2024).

The weakness of PT. XYZ

1. Underskilled employees
Employees of PT. XYZ does not have the necessary skills to market its products. An example is the use of mismatched designs, effects, and captions when promoting products. However, an attractive and attractive design will attract customers.
2. Relatively high price of the product
PT XYZ skincare products were initially priced at Rp. 450,000 per package, but after the price dropped to Rp. 400,000, this price is still considered quite high for some people.
3. Demographic segmentation is still lacking
Because most of the products are not accessible to the general public, especially the lower middle and adolescent to adult demographics, the demographic segmentation of PT. XYZ is still lacking. However, market segmentation is essential for the marketing to be carried out.

Deutsche Deutsche Bank. XYZ has been studied by previous researchers in the field of Ariani, A. M., Nasution, S. L. A., & Hendry, R. S. M. (2024)., Ernaiwaiti, F. AI., & Aili, H. (2024)., Sailsaibillai, P. J., & Aili, H. (2024).

Table 2. Results of Identification of External Factors

External Factors	
Opportunity	Threats
<ol style="list-style-type: none">1. Long-standing customer loyalty;2. Good relationship with customers;3. Smooth distribution;4. Technological advancements; and5. Skin Care is a major need	<ol style="list-style-type: none">1. Many similar products2. Fast technology3. Multiple competitors in the same market segmentation4. Increased variety of designs and types of moisturizers5. Raw material prices continue to change

The opportunity of PT. XYZ

1. Legacy consumer loyalty

Existing consumers are those who have been customers for a long time and make frequent purchases. Characteristic of existing customers, which means it is difficult to switch to other competitors. They can attract new customers to PT. XYZ, so this is a great opportunity to set up their marketing strategy.

2. Good relationship with consumers

A relationship is a continuous communication process between two entities. By having a good relationship with customers, we can easily know customers' expectations and desires for a product.

3. Smooth distribution

Distribution is a company's way of channeling products that are made to maintain the survival of a business. With distribution, the products made by the company can reach customers even though they are located quite far. With smooth distribution, this is an opportunity in determining a marketing strategy because delivering skincare products on time will determine whether customers will trust the product.

4. Technological developments

In the era of networking, advances in marketing technology will explain how to build brand value. Using technology to help with marketing, such as engaging advertising content, is one example. In this case, the distributor of PT. XYZ in Makassar uses technology as a marketing tool.

5. Skincare is a basic need

Many people now have cosmetic needs such as make-up, moisturizer, and sunscreen. In choosing cosmetics, pay attention to the BPOM guideline called KLIK, which stands for "K" (packaging), "L" (label), "I" (distribution permit), and "K" (expiration).

Pelaining paidai PT. XYZ was studied in the same liquid as it was studied by previous researchers in the aintairinyai a Muilyaini, S. R., Ridwain, M., & Aili, H. (2020)., Shobirin, M., & Aili, H. (2019)., Muilyaini, S. R., Ridwain, M., & Aili, H. (2020).

The threat of PT. XYZ

1. Many products resemble

Imitation is something that cannot be avoided in the business world. While there are competitors who compete in healthy ways, such as imitating existing products, there

are also those who compete in unhealthy ways. Many irresponsible people imitate MS GLOW products in this regard. Despite significant business consequences such as declining sales and the effects of chemicals on the skin

2. Fast technology

When it comes to marketing, a company's marketing strategy is heavily influenced by the internet. Doing business in the internet era becomes easier and cheaper by having a high-quality website that is attractive for promotion. E-commerce technology makes communication faster. Nevertheless, if businesses can't keep up with technological advancements, it can have a negative impact.

3. Many competitors in the same market segmentation

Segmentation is the process of shuffling heterogeneous markets into groups that have the same needs and the same way to spend money. PT. XYZ explained in this case that the company should continue to grow its business and find what makes their products different from competitors so that they can gain a unique advantage because many competitors are in the same market segment.

4. Increasingly varied designs and types of skincare

Companies should consider creating packaging that is attractive and in line with the brand identity because the designs and types of skincare that vary from competitors pose a threat.

5. Volatile raw material prices

Raw material cost is the cost incurred by a company to obtain the necessary raw materials during the production process. If the price of raw materials continues to change, production costs may increase, which can directly lower the company's profits as the company seeks to keep the price fixed. PT. XYZ was studied in the liquid by the researcher YeniAlli, H. (2019)., Maiishairoh, T., & Alli, H. (2020)., Mirzai, M., & Alli, H. (2020).

Discussion

With the development of the theory of the relevant, the SWOT analysis is an effective method of recovering the strategy by throwing the fabric to the right, weak, weak, and weak. This analysis helps to reduce the amount of moisture in the soil, as well as the amount of moisture in the soil. With demise demikiain, peruisaihaian daipait is a strategy poetic who aidaiftif dain meningkaitkain daiyai competition.

SWOT Analysis

SWOT analysis (Strengths, Weaknesses, Opportunity, and Threats) is a fluid analysis that youaipits that are needed to achieve business planning. On the other hand, the SWOT analysis is designed to provide a framework for the development of the internal environment and external environment. The internal environment consists of weakness (*weaiknes*) and strength, while the external environment consists of the external environment of the environment (*opportunity*) and the core (*threats*).

1. *Strength* (Kekuiaitain) aidailaih condition yaing kuiait aitaui dominain dailaim peruisaihaian. This filmmaker created the value of taimbaih aitaui keuingguilain baigi peruisaihaian. Suiaitui peruisaihaian daipait menuinjuikkain nilai taimbaih this jikai iai uingguil dibaindinkain peruisaihaian lain dain dain daipait to fulfill the kebuituihain pemaingkuai kemaingain. Inilaih kekuiaitain uitaimai peruisaihaian dailaim creates high kuiailitais.
2. *Weaknesses* (weaknesses) aidailaih situiaisi yaing menuinjuikkain kelemaihaian aitaui kekuiraingain suiaitui peruisaihaian. Suiaitui peruisaihaian daipait diainggaip baik jikai peruisaihaian tersebut daipait menguiraingi aitaui baikain menghilaingain kelemaihaian

3. *Opportunity* (peluaing) aidailah suaitui situiaisi di luair peruisaihaian yaing daipait giving keuntingain baigi peruisaihaian dain daipait meningkaitkain peluaing.
4. *Threats* (aincaimain) aidailah external situation that is affecting the business liquidity. This is a great way to compete with the business community. This risk is not eliminated. aikain berdaimpaik jaingkai painjaing, menghaimbait pencaipaiain tuijuian dain visi peruisaihaian.

The SWOT analysis was conducted in liquid researchers by previous researchers in the field of Shobirin, M., & Alli, H. (2019)., Muilyaini, S. R., Ridwain, M., & Alli, H. (2020).

Table 3. SWOT Strategy

<div>Internal Factors</div> <div>External Factors</div>	Strengths <ol style="list-style-type: none"> 1. Famous brand name 2. Customer-friendly service 3. Strategic store location 4. Lots of skincare options 5. Lots of customer bonuses 	Weakness <ol style="list-style-type: none"> 1. The price of the product is relatively high, and the lack of demographic segmentation
Opportunity <ol style="list-style-type: none"> 1. Loyalty of old customers, 2. Good relationship with customers 3. ,smooth distribution, 4. technological advancements, and 5. Skin care is essential 	Strategy (So) <ol style="list-style-type: none"> 1. Maintain and utilize well-known brands, different types of skin care available, and skin care products that have become essential needs to enter new markets (S1, S5, O1, O2, and O3) 2. Maintain customer trust to continue to increase the company's sales (S2, S5, O1, O2, and O3) 3. Using technological advancements for promotion (S4 and O5) 	Startegi (Wo) <ol style="list-style-type: none"> 1. Using technological advances to cover the labor shortage (O4, W2, and W5) 2. Conduct more specific demographic segmentation so that the products offered are on target (W4, O3, and W3) 3. Using technology to cover labor shortages (O4, W2, and W5)
Threats <ol style="list-style-type: none"> 1. Many similar products, 2. fast technology, 3. many competitors in the same market segment, 4. Variations in design and type of skincare. 5. The price of raw materials is constantly changing. 	Strategy (St) <ol style="list-style-type: none"> 1. Maintain an already well-known brand reputation by maintaining product consistency to overcome many similar products (S1, T1 and H5). 2. Improve the design and type of skin care by using technological advancements to survive in the same market segmentation (S4, T2 and T3). 	Strategy (Wt) <ol style="list-style-type: none"> 1. Using rapid technological advancements to improve product promotion (W1 and S2) 2. Improve management to face threats from competitors in the same market segmentation so that the company can change and achieve potential target markets (Q3, W1,

		W2, and W4) 3. Improve the quality of employees and increase the number of employees, especially in the field of marketing (W1, W2, W5, and T2).
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This SWOT strategy includes:

1. Straitegi SO (*Strength - Opportunity*)

XYZ SKINCARE is considered an opportunity because its strategy is based on SWOT analysis, which includes maintaining and utilizing an already well-known brand, the different types of cosmetics available, strong customer trust to increase sales, and leveraging technological advancements for promotion.

2. Straitegi ST (*Strength – Threats*)

XYZ SKINCARE is considered to have an opportunity because its strategy is based on SWOT analysis. SWOT analysis includes maintaining and utilizing an already well-known brand, the different types of cosmetics available, strong customer trust, and using the latest technology to promote products.

3. Straitegi WT (*Weaiknesses – Threats*)

This WO strategy aims to take advantage of opportunities by reducing the weaknesses of PT. XYZ Skincare. Based on the SWOT analysis, this strategy includes the following: Maintaining an already well-known brand reputation by maintaining the consistency of the products offered to address many similar products as well as continuing to develop the design and type of skincare by using

4. Straitegi WO (*Weaiknesses – Opportunity*)

This WT strategy uses defensive activities to reduce weaknesses and avoid threats. PT. XYZ Skincare uses the following WT strategy: leveraging rapid technological advancements to improve product promotion and revamping management so that the company can face threats from competitors in the same market segmentation to maintain growth.

Analysis of behavior, internal environment, and external environment. Develop the company's design. A SWOT analysis is part of this analysis. There are dairi ainailisis kekuiaitain, kelemaiain, peluiaing, and dain aincaimain in it. This analysis can maximize strengths and opportunities while maximizing weaknesses, based on logic.

The SWOT strategy was reviewed in the liquid researcher as it was reviewed by the previous researcher in the aintairainyai aFirmainsyaih, P. D., & Alli, H. (2024)., Sairi, V. N., & Alli, H. (2019)., Muilyainai, AI. P., & Alli, H. (2024).

Marketing Strategy

In other words, a marketing strategy is a set of policies, goals, and rules that guide a company's marketing efforts gradually at each level, reference, and allocation, especially with respect to its marketing objectives. Basically, a marketing strategy is a comprehensive, integrated, and unified plan in the field of marketing that provides guidance on the activities that must be carried out to achieve the company's marketing goals. If the marriage in question does not benefit their husband or wife, it will not be a problem.

Market or competitive conditions, technological advancements, economic conditions, government regulations and policies, socio-cultural conditions, and political circumstances are some of the environmental factors considered when creating a marketing strategy. The internal factors of the company that are analyzed when developing a marketing strategy are those related to the execution of the company's functions, such as finance or spending, marketing, production, and organization and human resources. The company's internal factors also include factors related to the implementation of the company's functions.

The strategy competed in the study of the liquid as it was conducted by the previous researcher in the aintairinyai aSairi, V. N., & Aili, H. (2019)., Alam, T., & Hidayat, M. (2023)., Tjiptono, F. (2025).

Competitive Opportunities

The ability of a company to maintain and improve its position in the market through the creation of sustainable added value is known as competitiveness. Companies must understand and leverage their competitive advantage to compete effectively. SWOT analysis is an important tool for management because it can simplify difficult information and allow decision-making based on data and market realities. They are determined to determine the hairgai juiail that rendaih saimbil to obtain the mairgin yaing cuikuip, and to be accompanied by the gain of the hairgai yaing saimai tetaipi biaiyai yaing higher. In addition, the soggy biaiyai deterred the pesaiing who wanted to marry a wife who was a good wife.

Companies can make a significant difference by identifying internal strengths such as human resource expertise, production capacity, brand image, or product innovation. On the other hand, they can make relevant internal improvements by finding internal weaknesses such as limited capital, lack of access to technology, or operational inefficiencies. Market opportunities, new technological developments, or favorable legislative changes can be strategic footholds. Meanwhile, in order for business stability not to be disturbed, threats such as the arrival of new competitors, changes in consumer styles, or economic crises must be avoided.

PT XYZ, a skincare company, can use SWOT analysis to improve its competitiveness. Nano technology and local natural ingredients, for example, can be combined with opportunities for healthy lifestyle trends. Conversely, in order to create a more flexible marketing and production strategy, weaknesses such as limited distribution reach and the threat of cheaper overseas products can be further analyzed.

Straitegi gained the ability to compete in the same competition as the previous researchers in the field of Aintairainyai aidailaih Praitaimai, D. R., & Aili, H. (2024)., Raimaidhainityai, S., & Aili, H. (2025)., Aiguistinai, P., & Aili, H. (2025).

CONCLUSION

Based on the results of the research, the SWOT analysis proved to be an effective marketing strategy for PT XYZ to increase its competitiveness in the skincare industry. The company's strengths include high brand knowledge, a wide range of products, and good customer service. However, the company also has weaknesses, such as limited labor in digital marketing, fairly high product prices, and market segmentation that is not optimal.

On the external side, PT XYZ has a great opportunity to increase public awareness of the importance of skincare, maintain established consumer loyalty, and technological advances that support marketing digitalization. Meanwhile, many imitation products, price competition, and rapid market changes are challenging businesses.

Through the mapping of these factors, the SO, WO, ST, and WT strategies are designed to minimize weaknesses and threats and maximize internal and external potential. Increased

innovation, increased quantity and quality of human resources, utilization of digital technology, and repositioning brands that are more responsive to market changes are some of these plans.

By implementing a SWOT strategy consistently, PT XYZ can improve its position in the national skincare industry and get the opportunity to enter the global market with superior and sustainable competitiveness.

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