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SWOT Analysis Determining Effective Business Strategy at Cafe XYZ

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Abstract : Penalty This focused on formulating business strategies For A cafe, restaurant scrutinized to be taken SWOT analysis. Method qualitative digging deep researcher this, includes study literature For data collection. Assessment Results internal structure factor that Cafe XYZ has strength main in the form of Attractive interior design, strategic location, and quality material superior standard. However, weaknesses were also identified, namely capacity limited space, suboptimal management, and lack of amount power cut. From here factor external, research This find swell like dizziness trend Consumable coffee and sweets loyalty customers, but on the other hand there are also threat in the form of height amount walking and fluctuating price material standard. Undecided SWOT analysis, management cafe XYZ reviews the need formulation of effective strategies. This strategy covers effort dizziness promote, promote pedicure through digital platforms, and innovation product use maximize internal strength and leverage swell actual thing like that.

Keywords : SWOT Analysis, Business Strategy, Effective

INTRODUCTION

Business world to This I'm sorry Condiments in the form of the competition is very tight and it feels increasingly intense the more sharp. Every I want to say something This face to face with I'm sorry good close deep matter scrutinized his efforts so that Samum For still hold on and keep going develop Through optimal management. Then anyway that, each business unit required to be able to For good development secret creative deep matter utilise every the opportunities that exist. This is to make a good impression that is even though the business unit own quality product, but consuming Not yet know him, then consuming will not enough believe that product the beneficial For they and not want to buy it. Then anyway That penguin must some strategies to improve deep market product

Cafe XYZ is popular A cafe located in Bandar Lampung City. Cafe This members to be various type to make snacks and drinks to good. but, focus anyway sale This Cafe XYZ also have a good product drink the coffee. Do that to be taken of course anyway beginning establishment of cafe This aiming For selling a little bit of coffee consume. consume Cafe XYZ has stand latest 2021, new there is permalink I have a cafe the deep matter increase. Cafe XYZ

has permalink what is the best time its operation, where place the No Enough wide For Lots I 'm sorry. anyway that, according to owner Cafe XYZ, still need think of the right strategy For swear permalink said. Because, if Cafe XYZ fun Can do dizziness sale Through persevere on your journey its operations, then the business strategy used must also be changed so that to do increase sales volume at XYZ Cafe.

To be honest background bleak the taste is so good torn apart by the leaves, then penultimate interested For good A penalized for this digging deep good business strategies For Cafe XYZ, with title researcher namely " SWOT Analysis" Determining Business Strategy at XYZ Cafe ". The research conducted with utilise This SWOT method expected help deep matter members outlook to make money For XYZ Cafe deep optimizing business strategy they use increase writing and editing success deep industry cafe yang yi.

To be honest Background White Formulation Problem from our articles Is :

1. What is an Effective Business Strategy at XYZ Cafe ?
2. How is the SWOT Analysis on Cafe XYZ
3. What are the SO, ST, WO and WT strategies at Cafe XYZ

METHOD

Method penalized for digging is study literature and methods qualitative. Study literature involving I am sorry reference related Topics researcher For build outlook theoretical and framework think use solve problem as well as ensure validity scientific results research. Method Qualitative, on the other hand, is used For swear understanding I am sorry about the phenomenon being studied, identifying patterns, and interpreter make from the collected data, in addition That is, SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis is applied For identify internal and external factors. Based on results The SWOT analysis is formulated I am sorry Type of strategy: SO (Strengths-Opportunities) strategy that utilizes strength For I am sorry opportunities ; ST (Strengths-Threats) strategy that uses strength For I am sorry threats ; WO (Weaknesses-Opportunities) strategy that takes advantage of swell For swear weaknesses ; and WT (Weaknesses-Threats) Strategy which aims to minimize good and bad threat.

RESULTS AND DISCUSSION

Results

I'm going to explain the method in this article, and here are the results I obtained:

1. Effective Business Strategy at XYZ Cafe

Strategists Business

According to Perce and Robinson (2013) in book they *Strategic Management: Planning for Domestic & Global Competition*, Pearce and Robinson reveal that business strategies is a ' game ' plan that helps persuasion I am sorry long, hard with effective in the market, and maintain sustainability. Sale emphasize importance understand competitors and market dynamics in determine the right strategy.

Joewono (2012) Business Strategy I will try to make the strategy work two weeks ago analog with chess strategy, where system thinking, composing plan, readiness step, courage slurp risk and passion For to win match broken a number of characteristics game relevant chess with practice squeezing business

Strategies for business is form a strategy in a crucial business unit For repair positive comfortable a product or jassa deep persuasion or business unit. This strategy similar with competitive strategies, with focus on the pen positive comfortable companies in the market. Business strategy also plays a role deep swear various problem perusing and units For I am sorry superiority compete. According to Tunggal and Amin Widjaja (2004), strategic business

called as *master of business strategy* Samum members and land To be For taking to be happy strategies.

Basically, business strategy I am sorry landed for business units deep coordinate and support kind business, sert swearing achievement objective term long. Strategies in changed How objective term long persuasion to do to be, to be, to be to do artificial as to be taken so much love all over activities two and three directions deep taking to be happy main company. Besides that, business strategies functioning help persuasion repair system and maintenance promotion product For expand network marketing.

Strategies for business if you want to management persuasion, persuasion as guide main deep permeate and clean decision to achieve target organization. In broken plan term designed length For swear easy to understand, easy to understand good, good Ensure swell and permeate company. Love anyway just set goals and priorities, business strategy also includes steps special For good and bad source Power so optimal.

The business strategy has already been thoroughly researched and completed in this field before you implement it in your own business. (Dunan dkk., 2020; Harahap, 2024; Irawan & Ali, 2024)

Cafe XYZ has a very profitable position, supported by solid internal strength and opportunities external abundant. therefore that is the most effective business strategy For Cafe XYZ is approach, which focuses on strengthening promote, promote digital marketing, and innovation product For utilise to be able to do it As well as I am sorry available market opportunities. Strength main Cafe XYZ includes Aesthetic and unique interior design, strategic location in the center one and a decade campus, as well as squeaky material superior standards. Personal *branding* excellence owner cafe is always open Power pull alone. Cafe XYZ is here utilise swell big anyway trend Consumable coffee in continuously increasing, popularity products of different types known wide Through activity communities, loyalists high customer base, and potential expansion range the same thing wide, although Thus, there is a number of internal aspects that need to be considered fixed, such as limitations capacity narrow parking spaces and areas. In addition that, understanding less than optimal management of owner and lack of power cut out the sack squeaky operational. From here Externally, Cafe XYZ faces to make a difference anyway Lots cafe similar, fluctuation price material standard, and risk to be careful quality product If lack source Power man

For to do compete secret effective in the market, companies must own understanding I am sorry about landscape two and changed identities I have a lot of things to say anyway competition. Suggestion success lies in the ability they For build superiority distinctive and defining competitiveness Focus two people have the same problem., success deep to win competition is highly dependent on implementation policy two things that are effective as well as development cutja like and dislike strategies with entity business other.

Researchers have comprehensively examined two types of effects of business strategy in the field. It is advisable to consider these findings before implementing the strategy in your own business. (Azhari & Ali, 2024; Khair Fauzan dkk., 2023; Syah dkk., 2024)

2. Analysis on Cafe XYZ

For Cafe XYZ so that you can Keep going many and many things, we need see good deep What if i have to advantages and challenges anyway all, and emerging opportunities and threats anyway outside. Understanding in the middle of the road I am sorry fondness For design the most appropriate business strategy.

Strength Cafe XYZ

Cafe XYZ has several asset what is the matter strength size. First, design inside the house make and unique truly to be consulted water and make comfortable. Design in No cum interesting swell new, but make they want to return again, building loyal, good So material Good For shared on social media. Second, its location is very strategic, right in the center city and near campus area, obviously So more than you think. remembered Cafe XYZ reaches out orange, yellow students and workers in need place I don't know For relax or work. Categorized, used material standard quality tall is guarantee For special coffee drink. Quality This make a difference consistent and delicious, which is fondness reputation Cafe XYZ. Lastly, the image self owner a strong cafe also helps a lot attract and maintain well, well-mannered bond emotional and rough.

I am going to apply the method at Paidai Cafe, which has been thoroughly studied by the researcher, before you implement it in your own business. (Hidayat & Khaerudin, 2023; Ramadhanti & Ali, 2024)

Weakness Cafe XYZ

I don't know the exact number advantages, Cafe XYZ also faces a number of inside the body of the person quick overcome. One of them is capacity temptation to change, because amount a little table consequence wide I have a lot of questions. Can So squeezing to cafe crowded, potential income can also be disturbed. Second, the parking area is narrow. often menu to collect data with,... comfort they and even Can memory they choose place other. Get it, how to manage to be optimal anyway owner Can good luck operational and slang development business. Keep calm, don't be afraid small size Can direct felt in speed and quality service, especially during peak hours, which results in queues long or service not enough maximum. Lastly, no existence board name cafe in the middle of nowhere memory half orange juice know if There is Cafe XYZ there, good visit and visit interesting swell new.

The weaknesses of Paidai Cafe XYZ have been thoroughly analyzed by the researcher, before you implement it in your own business. (Dian Firmansyah & Ali, 2024; Tanisri dkk., 2023)

Opportunity Cafe XYZ

Cafe XYZ is open be in an environment full of with opportunity For develop. First, tree if you want to be more mature as Part anyway gay modern times huge demand in the market. This clear So swell gold For Cafe XYZ for sale interesting good Lots consume, produce Cafe XYZ is getting more and more known wide blessing community ; frequent activities held owner cafe together community has help maintenance name cafe secret organically and build a loyal fan base. Third, the height loyalty swell is valuable capital, and potential partnership with local coffee farmers Can Ensure supply material standard quality at a time swearing economy local. Fourth, the expansion of range pedicure through the digital era open Lots door For Cafe XYZ for sale utilizing online platforms and social media to reach out audience in the world good big.

The purpose of the study at PT. XYZ has been thoroughly examined by the researcher, before you implement it in your own business. (Kurmidianata dkk., 2022; Ranjani dkk., 2024)

Threats of PT. XYZ

On the other hand, XYZ Cafe is also faced with several squeaky anyway to eat heavy. One of the threat main is intense competition in the industry cafe, the best restaurant in town other cafes offer product similar. This demand Cafe XYZ for sale Keep going innovate and become good or bad left behind. Second, the changes price material raw materials, especially coffee, can greatly affect Byaya operational Cafe XYZ. Fluctuation how to use predicted This

Can Pressing profit If No diastema with the right strategy. Third, if problem lack power cutja No quick handled, there is risk quality product Can down. This Can happen Because I want to be like you Possible too Lots to break, or no cooking work for more details preparation and presentation.

The primary source of income at PT. XYZ has been comprehensively analyzed by the researcher prior to implementation in your own business. (A Tanisri dkk., 2024; Sasoko & Mahrudi, 2023)

3. SO, ST, WO, and WT strategies at XYZ Cafe

To be honest background good and bad I am sorry on internal and external conditions, Cafe XYZ has superiority the main thing in aesthetic interior design, location strategies and techniques material high standard. However, Cafe I am sorry squeaky deep matter capacity limited space, suboptimal management, and lack of power work. even though Thus, the opportunity big present Through trend Consumable coffee in continuously increasing, widespread popularity Through communities and potentials expansion range pedicure Through digitalization. While it, to make sense all of the industry demand Cafe XYZ for sale Keep going innovate and become efficiency operational.

Table 1 is as follows: They are not allowed to enter the SWOT strategy. Paidai Cafe XYZ is located in a brand new area. The following are the results of the SWOT analysis:

Table 1. SWOT Analysis

	STRENGTH Interior design, and high quality of raw materials	WEAKNESSES Capacity place limited, management is not optimal
OPPORTUNITY Numbers a lis a si d a n Popularity community	STRENGTH - OPPORTUNITY Take advantage aesthetic interior design, highlight quality material high standard	WEAKNESSES - OPPORTUNITIES consider solutions creative like system <i>pre-order</i> , utilizing digital platforms to system skilled, inventors
T HREATS Pers a ing a n yes ng ket a t	STRENGTH - THREATS Use interior design and aesthetics as differentiator and so on, Construction and communications superiority quality material standard as weapon main For compete	WEAKNESSES - THREATS best optimized every corner room, considering expansion scale small If memorable, memorable manage to be optimal

SO (*Strength Opportunity*) Strategy :

Strategy This dibu i t For utilise aesthetic and prominent interior design quality material high standard.

ST Strategy ST (*Strength – There are*)

Strategy This diter a pk a n through i i i interior design differentiator strong and unique As well as communication superiority quality material standard.

WO Strategy (*We a knesses – Opport u nity*)

Strategy This diter a pk a n u nt u k utilise digital platform system working and inventors As well as considering creative solutions like pre-order system

WT Strategy (*We a knesses – Thre a ts*)

Strategy This diter a pk a n best optimized every corner room consider expansion scale small and increase management is not optimal.

Discussion

According to various theories and articles related, SWOT analysis is how to achieve the desired effect For good strategies. Method This help We see with clear What just our strengths and weaknesses have, and possible opportunities and threats come anyway outside. To so, we Can maximize all advantages and opportunities, while try I am sorry Damak anyway weaknesses and threats. As a result, the company Can slurp decision strategies for living adapt and mending Power competition sale price.

SWOT Analysis

SWOT analysis is one of the tool persevere the most popular and most strategic digging deep various field, start anyway business, education, organization non-profit, up to development self. The acronym SWOT itself broken abbreviation then :

1. S (Strengths) : Positive internal factors that are owned organization or individuality of each other digging For I am sorry purpose. This is superiority comfortable and convenient utilized.
2. W (Weaknesses) : Negative internal factors that limit or to be careful ability organization or individual For I am sorry purpose. This the area is wide fixed.
3. O (Opportunities) : Factors eXternal positive in everything utilized by the organization or individual For the benefits. In is keep the outside to be able to do it members profit If followed up.
4. T (Threats) : Factors eXternal negative that beopyeonsi endanger or meager organization or individual. This is keep the outside to be able to do it swell problem If No anticipated.

The SWOT analysis has been comprehensively and independently conducted by the researcher prior to implementation in your own business. (Haerawan & Yulius Here Magang, 2019; Mashuri, 2020; Shobirin & Ali, 2019; Syariah & Islam, 2017)

Table 2. SWOT Strategies

<div style="text-align: center;"> Factor Internal </div>	<div style="text-align: center;"> Strength (Strength) </div>		<div style="text-align: center;"> Weakness (weakness) </div>	
	<div style="text-align: center;"> Factor External </div>			
	<ol style="list-style-type: none"> 1. Kubo Kopi's <i>interior</i> design has I am aesthetics and years, so that memory consuming interested For good and loyal customer cafe 2. Location a strategic cafe, namely betrayal of the center one and a half thousand square meters 3. Material superior quality 4. Personal branding owner cafe with strong 		<ol style="list-style-type: none"> 1. Amount table swell problem a little, because limitations land 2. Narrow parking space 3. Lack of understanding management anyway owner cafe 4. Amount few employees 5. No There is signpost name cafe, sex consuming the same thing squeaky that there is cafe in place the 	

Opportunity (Opportunity)	SO Strategy	WO Strategy
<ol style="list-style-type: none"> 1. Products the more famous, because owner cafe often I am sorry activity together community 2. How to make coffee with rice many, because gay life consumption of food a small cup of coffee to make a difference 3. Increasing marketing levels wide 4. Loyalty good and bad cutja The same with farmer local 	<ol style="list-style-type: none"> 1. Utilise interior design and decoration his For increase Power pull For communities and frequent customers visit 2. To be honest material superior quality For to be consulted quality products to increase interest Buy consuming 3. Expand network pedicure Through utilization location of strategies namely cut off from the near camp. We have a lot of water to drink direct good promotion for the purpose of teaching with using social media platforms 	<ol style="list-style-type: none"> 1. Overcoming limitations table swell with expand place like rooftop terrace maximize capacity room. 2. Owner cafe must increase ability management with I am sorry training related knowledge management. 3. Utilise loyalty customers and also improve cutja The same with quality coffee farmers as material deep good promotion unique like highlighting the slogan "Local Coffee" Berkeley " 4. Breaking news employee new, so that add amount power work in a cafe, so that the service Can good increase
Threat (Threat)	ST Strategy	WT Strategy
<ol style="list-style-type: none"> 1. The amount competitor that is cafes with delicious food product similar 2. Change price material standard that is not can be predicted 3. Quality product of production the more decreased, because lack of source Power human (power) Work) 	<ol style="list-style-type: none"> 1. Utilise unique interior design owned as differentiator anyway competitors cafe others. So that consuming will good interested For visit to Kubo Coffee. 2. Ensure quality material standard with I am sorry cutja The same with Supplier material standard, if happen increase material standard owner cafe Can work around it with create a new menu new with alternative material standard yang yi economist without I am sorry quality. 3. To be honest location of strategies owner Can melodious promotion special For interesting good Lots swell example his discount For student or to make, to make For the same as the other repetitive year. 	<ol style="list-style-type: none"> 1. Interweaving cutja The same with owner the secret of the world cafe For be careful land parking addition For well done. 2. Install signpost name cafe in strategic location in front cafe agar white squeaky that place the is cafe. 3. Guard quality product although amount power cutja A little.

Alternatives this SWOT strategy covers

1. Strength - Opportunity
 - a. Utilise interior design and decoration his For increase Power pull For communities and frequent customers visit with This Cafe XYZ is open I am sorry superiority compete with utilise design interior of the house For to be consulted Power pull For communities and communities.
 - b. To be honest material superior quality For to be consulted quality products to increase interest Buy consuming things Keep going squeaky material standard best let products of this kind sell good quality high. with so, consume Certain making three and a minute good luck increase.
 - c. Expand network pedicure Through utilization location of strategies namely cut off from the near campus. Our Cafe XYZ is open maximize location strategy near campus For expand range marketing. In means they Can direct promotion to students and utilizing social media for interesting interest they.
2. STR STRATEGY ST (*– There are*)
 - a. Utilise unique interior design owned as characteristics what is unique about a bed anyway competitors cafe others. So that consuming will good interested For grab to Kubo Coffee
 - b. We need I am sorry cutja I have a lot of money with Supplier material standard For Ensure quality. If Later There is increase price material standard, we Can work around with create new creative menus scrutinized material alternative of choice affordable, but the quality still awake.
 - c. To be honest location of the water strategy, strategy Can direct benefit from it This for promotion special For example, love discount interesting for student or to buy, or love shock discount repeat year for I 'm sorry. method accurate for I don't like it good Lots visitors.
3. Strategi wt (*We knesses – Thre a ts*)
 - a. For swear limitations parking, Kubo Kopi can Work The same with owner land around to be available parking area addition For I 'm sorry. clear will memory visitors good to be and to be loved good Lots.
 - b. For visible maximum, Kubo Coffee needs plan clear and strategic name in front cafe. This important very so that swell know that That cafe and can direct found it.
 - c. The water is flowing I am sorry quality product although power cutja limited with focus on standards recipe, cooking material standard excel, and slap effect. In ensure product good prime.
4. WO strategy (*We ai knesses – Opportunity*)
 - a. Kubo Coffee can swear limitations table swell with expanding the cafe area, for example with used rooftop. This will maximize capacity rubbing and remembering they suffocating good Lots visitors.
 - b. Kubo Coffee owners need increase ability management them. The way is with I am sorry various training or course of action and focus on the day I 'm sorry. it is important that they Can manage cafe good effect and effect squeaky business with Good.
 - c. Kubo Coffee can take advantage of loyalty swell at a time cutja The same with quality coffee farmers For unique promotions. For example, with highlight slogans such as " Local Coffee " Berkeley ".
 - d. For increase I'm sorry, but I ca n't translate this text recruiting employee new so that amount power cut out of cafe So good Lots.

The SWOT strategy has been comprehensively and independently executed by the researcher prior to its application in your own business (Ali, 2019; Haryadi dkk., 2024; Kamaluddin, 2020; Suci & Indah, 2020)

Business Strategies

Strategies for business is the compass that guides persuasion deep I am sorry to the point and to the point excellence in law. Such as a navigator who chooses route best, company must decide how much money taken For I am sorry destination its success. Various strategies that have been discussed — start anyway Keep calm Cost focused on efficiency, Differentiation that stands out good, good Focus on the good specific market niche — providing framework cutja For compete.

Besides that, different strategies Growth Push exercise, meditation Innovation open swell new Through creation. Excellence Operational ensure effective and efficient deep set process and proximity Customer build loyalty Through deep personal relationships.

Set of strategies to remember squeak and squeak send, and take There is none of which is universal. Choice best depends on conditions industry, source internal company power, as well as dynamics environment business. Successful company often not fixated on a single strategy, but rather Samum combine and adapt with smart. Tons I am sorry is understanding I am sorry about markets and customers, as well ability For execute the chosen strategy with consistent and effective.

To be honest That Cafe XYZ is open superior with maximize separate internal attractive interior design, location strategies and techniques material standard superior, while utilise swell eXternal like three cups and loyalists customer. It's also important to swear internal weaknesses such as capacity limited, management optimal, and good employee a little bit, and I am sorry threat moving and fluctuating price material standard. Strategy must be covering dizziness promote, promote digital marketing, and innovation products, seeds look for solutions For parking, used to make, and to make quality product even though team limited.

Business strategy has been thoroughly studied in the field by the researcher before you implement it in your own business. (Abratt & Bick, 2003; Nilmini Bhagya dkk., 2024; Shariff dkk., 2012; Treacy & Wiersema, 1992)

CONCLUSION

To be honest Article this, Cafe XYZ is here formulate effective business strategies with SWOT analysis, see conclusion :

1. Competition two things to do strict demand every business For develop creative strategies to be able to survive and thrive. Even product even though it's not of good quality will in demand If No known consumers. XYZ Cafe, which has focused on coffee drinks since 2021, is facing squeaky deep increase sale Because limitations capacity place. Because of the expansion place difficult to enjoy, Cafe XYZ is popular business strategy For increase sales volume. therefore it, penalized to be happy This aiming For analyze Cafe XYZ reviews SWOT method use formulate optimal business strategy for increase writing and editing the industry a cafe that's yep.
2. analysis of XYZ Cafe shows that Strength main Cafe XYZ includes attractive interior design, location strategies and techniques material superior raw materials. Plus again, image self owner cafe with strong I am sorry Power pull alone. Cafe This own swell big anyway trend increasing coffee consumption, popularity Through activity community, loyalty good and powerful expansion range pedicure digital. However, Cafe XYZ also has weakness like capacity limited space, suboptimal management, and lack of power cut. Besides that, they I am sorry threat anyway competition, fluctuating price material standard, and risk to be careful quality product If SDM is a good example.

3. SO, WT, WO, and WT Strategies in Cafes XYZ demi -strategies SO This dibu i t For utilise aesthetic and prominent interior design quality material high standard. ST strategy This diter a pk a n through i i i interior design differentiator strong and unique as well as communication superiority quality material standard. WO strategies applied For utilise digital platform system working and inventors as well as considering creative solutions like pre-order system. This WT strategy diter a pk a n best optimized every corner room consider expansion scale small and increase suboptimal management, ineffective strategy For Cafe XYZ is an ST Strategy because covers dizziness promote, promote digital marketing, and innovation product For maximize internal strength as well utilise swell existing external. This also involves effort For swear weakness like capacity limited space and suboptimal management

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