
Blossoming Success: A SWOT-Infused Strategy for Flower Shop

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Abstract: *This study aims to assess the strategic landscape of XYZ Flower Shop by conducting a comprehensive SWOT analysis, with a focus on its internal strengths and weaknesses, as well as external opportunities and threats. The research involved gathering data through questionnaires distributed to the shop's owners and employees. The SWOT analysis was carried out by identifying strengths such as quality and diverse products, affordable pricing, strategic location, delivery services, and a comfortable store concept. Weaknesses encompassed perishable and non-durable raw materials, suboptimal promotion, and a lack of specialized marketing personnel. External factors revealed opportunities such as a loyal customer base, evolving societal lifestyles, technological advancements, and a lack of product substitutes, along with threats like high competition in West Jakarta and strong buyer bargaining power. The SWOT analysis generated several strategic alternatives, including strategies to leverage strengths to capitalize on opportunities (S-O), mitigate weaknesses through opportunities (W-O), employ strengths to combat threats (S-T), and address weaknesses to defend against threats (W-T). The priority strategy for XYZ Flower Shop involves harnessing its quality and diverse products to foster growth.*

Introduction

The development of the business world shows an increasing trend towards expanding market domination. Both large and small companies are competing intensely to capture the market through various means to sell their products to consumers in need (Wang et al., 2022). Therefore, businesses must adapt to the evolving business landscape. In the face of competition, it is crucial for companies to have an integrated and effective strategy to anticipate the impact of events and be proactive and innovative in maintaining and enhancing

their competitive edge. Achieving the right business strategy is not an easy task for companies competing against their rivals. Thus, companies must compare their products, prices, distribution channels, and promotions with their closest competitors (Lawínska et al., 2022). The success or failure of a business depends on the strategy employed to enhance and sustain it in the long term. In the business world, having a marketing strategy plays a pivotal role, even a vital one, in ensuring a company's longevity. This marketing strategy is expected to minimize failures or the demise of a business. Therefore, those responsible for determining the strategy should have a deep understanding of the business's situation and conditions. Marketing strategy involves a series of integrated actions aimed at achieving sustainable competitive advantage (Thamrin et al., 2017). From the seller's perspective (the 7 Ps), marketing strategy and tactics encompass product, place, price, process, people, promotion, and physical elements. The ultimate goal of the marketing strategy concept is total customer satisfaction. This, of course, is accompanied by changes in time and technological advancements.

In recent years, technological advancements have transformed the landscape of marketing. Marketing communication methods that were once traditional and conventional have now become integrated into the digital world (Pires, 2023). Marketing activities that leverage the sophistication of digital technology are often referred to as digital marketing. Digital marketing comprises interactive and integrated marketing that facilitates interactions among producers, intermediaries, and potential consumers (Nawawi & Rodhiah, 2020). In the current digital era, small and medium-sized enterprises (SMEs) must compete with other businesses. The intense competition requires them to offer advantages to generate profits. In this regard, business operators must adapt to the evolving business landscape and current situations. SMEs must harness digital media as one of their marketing strategies to ensure that consumers are more aware of the products they produce. SMEs have online access to engage with social media. Effective use of digital media often leads to significant business benefits in terms of revenue, job opportunities, innovation, and competitiveness. However, there are still many SMEs that have not embraced information technology, especially digital media, and do not fully understand the extent of the benefits and the role of digital media usage (Kamada et al., 2023).

SMEs must leverage technological advancements and keep up with the trends in digital marketing and social media. The social media platforms commonly used and harnessed include Facebook, Instagram, WhatsApp, and TikTok. Global data indicates that Facebook is the top-ranked social media platform with 2.958 billion active users. This aligns with the findings of the Indonesia Social Media Trend 2022 survey conducted by JAKPAT Mobile Survey, which states that Facebook is the most widely accessed social media platform in Indonesia. With the massive growth in Facebook users and the active use of the internet in Indonesia, it has created business opportunities known as social media marketing. Notably, Instagram is also a social media platform with significant influence and importance in business. As of January 2023, Instagram has 1.32 billion global users, and Indonesia ranks fourth in the world with 89.15 million users. Instagram is a highly popular application for sharing photos and videos, and its widespread use makes it a valuable tool for businesses.

Unlike word-of-mouth sellers who rely solely on verbal offers, Instagram offers numerous benefits for entrepreneurs looking to build and expand their brand. Furthermore, the widely used social media platform TikTok has evolved beyond entertainment videos. TikTok now features new functions like TikTok Shop, making it easier for users to shop. TikTok Shop benefits not only consumers but also sellers by facilitating product promotion through live streaming or by including links in videos. TikTok Shop has become a preferred platform for online buying and selling, particularly among small and medium-sized businesses. The use of TikTok Shop is perceived to have a positive impact on SMEs, particularly in terms of boosting sales. Text-based messaging social media like WhatsApp is also deemed effective in supporting marketing processes. WhatsApp released WhatsApp Business, which enables text, image, video, voice, and document messaging, as well as voice and video calls. This makes it highly suitable for marketing products through text-based messaging applications. Many businesses use WhatsApp because they believe it delivers information more effectively, and messages are quickly received by their target audience. Consequently, WhatsApp is a favored communication tool for business operators within the business world.

The phenomenon of SME marketing, specifically in flower shops, in West Jakarta exemplifies a dynamic and adaptable approach to catering to the local market. To illustrate this phenomenon, we conducted a preliminary survey of 10 flower shops, along with the results of using technology at a flower shop in West Jakarta:

Table 1. Flowershop Using Technology

Marketing Channel	Percentage of Flower Shops Using Channel
Instagram	75%
Facebook	60%
WhatsApp	45%
TikTok	30%
Physical Flyers	20%

In this region, flower shops, like many other SMEs, have adopted a unique blend of traditional practices and digital innovation to reach their customers effectively. Traditionally, flower shops in West Jakarta have relied on personal relationships, word-of-mouth recommendations, and community engagement to establish and grow their businesses. These practices have fostered a sense of trust and loyalty among their customer base, which is crucial in the floral industry, where emotions and sentiments play a significant role in purchasing decisions. In recent years, digital transformation has made its mark. Flower shops in West Jakarta have recognized the importance of maintaining an online presence. They use popular platforms such as Instagram, Facebook, WhatsApp, and TikTok to promote their products and engage with customers. Live streaming and online shops have enabled them to expand their reach and even conduct online sales, especially during times when physical store visits may be limited. These flower shops are also attuned to local events, festivals, and cultural trends. By aligning their marketing efforts with these occasions, they resonate with their target audience and tap into the emotional significance of gifting flowers during special moments. Despite facing competition from larger enterprises and economic fluctuations, flower shops in West Jakarta display remarkable resilience and adaptability. They combine

traditional customer-centric practices with digital tools to offer a comprehensive and appealing shopping experience. In doing so, they reflect the entrepreneurial spirit that defines SMEs in the region, constantly seeking innovative ways to thrive in a dynamic and competitive marketing landscape.

Utilizing a SWOT analysis is a fundamental approach that enhances the purpose of this study by providing a comprehensive view of the strengths and weaknesses inherent to SMEs (Rakhmansyah et al., 2022). Moreover, it sheds light on the opportunities these businesses aspire to capitalize on and the potential threats that might loom on the horizon. This strategic assessment framework offers several critical advantages to SMEs. Firstly, it empowers them to engage in strategic planning with a heightened level of precision. Armed with a deep understanding of their internal strengths and weaknesses, SMEs can formulate well-informed strategies that maximize their advantages and address their shortcomings. This, in turn, fosters more effective resource allocation and operational decision-making. Secondly, the recognition of potential threats allows SMEs to be proactive in their risk management efforts. Rather than being caught off guard, they can devise contingency plans, diversify their portfolios, and develop resilience strategies that enable them to navigate uncertain times with greater confidence. Furthermore, this analysis method positions SMEs to seize opportunities in a rapidly changing business landscape (Machmud & Sidharta, 2014). By identifying emerging trends and evolving customer demands, SMEs can tailor their approaches to remain competitive and relevant. In addition, understanding their strengths is instrumental in building and sustaining a competitive edge. SMEs can leverage these strengths to differentiate themselves within their industries and secure a foothold in the market. Furthermore, recognizing weaknesses and threats motivates SMEs to innovate and adapt. This may involve adopting new technologies, forming strategic partnerships, or exploring untapped market segments to effectively address challenges. Moreover, SMEs can utilize the SWOT analysis results as a communication tool to convey their strategies, strengths, and plans to stakeholders such as investors, employees, and customers. This transparency fosters trust and alignment, which can be pivotal for garnering support and fostering lasting relationships. Lastly, the SWOT analysis establishes a performance benchmark for SMEs. It provides a baseline against which progress and success can be measured, allowing these businesses to gauge the effectiveness of their strategies and adapt as needed (Abdullah et al., 2023). It equips these businesses with valuable insights and tools to make informed decisions, optimize their operations, and navigate the intricacies of the ever-evolving business landscape.

Research Methods

The research approach adopted for this study is qualitative. Qualitative research emphasizes that reality is multidimensional, interactive, and a social exchange of experiences interpreted by individuals. It aims to understand social phenomena from the perspectives of participants. Participants are individuals interviewed, observed, or requested to provide data, opinions, thoughts, and perceptions. Qualitative research explores participants' perspectives through interactive strategies such as direct observation, participatory observation, in-depth interviews, document analysis, and complementary techniques (Sugiyono, 2019). The research type is descriptive as the study intends to provide a clear depiction of the phenomena

observed in the field. This research is conducted at XYZ Flower Shop which already operates a branch store in Jakarta. All data obtained from informants through observation, interviews, and surveys related to the research object's marketing strategies. The data obtained will be analyzed descriptively, which is a method of data analysis that explains and elaborates on the current state of affairs, events, and incidents. The descriptive method focuses on actual issues as they exist during the research. The analytical tool used to develop marketing strategies for XYZ Flowershop is the SWOT analysis. The SWOT analysis is a tool for identifying the internal environment's strengths and weaknesses and the external environment's opportunities and threats for a company. These factors are then formulated into a strategy using the SWOT matrix. The SWOT analysis is chosen as the problem-solving analysis tool for this study because of its effectiveness in comprehensively assessing the internal and external factors that influence a business's marketing strategies. SWOT analysis offers a holistic view of the business landscape, making it a valuable problem-solving tool for devising effective marketing strategies that align with the business's goals and the surrounding market conditions.

Result and Discussion

Internal Environment Analysis

The internal environment analysis is a step in understanding the strengths and weaknesses of XYZ Flowershop in facing competition. This internal environment can be observed directly through questions and answers, observations, or direct observations (Christina & G. Soedarsa, 2022; Jahan et al., 2022). In marketing its products, XYZ Flowershop has implemented a strategy aimed at increasing sales, customer satisfaction, trust, and maintaining the company's sustainability in a competitive market. To achieve these goals, XYZ Flowershop uses a marketing strategy that includes the 7Ps marketing mix (Pradana & Mayasari, 2023). The internal marketing factors of XYZ Flowershop will be further explained below. **Product:** XYZ Flowershop focuses on selling high-quality and varied products, primarily fresh flower bouquets, as well as plastic and dried flower bouquets, regular flower boards, rustic flower boards, acrylic flower boards, decorations, and various other gifts and creations. They ensure that all types of bouquets have the same high quality, providing customers with a wide range of choices in terms of variations, types, colors, and quality. **Price:** Pricing at XYZ Flowershop is competitive and determined based on the cost of purchasing flowers, transportation, storage, and the desired profit margin. They offer various price points to cater to different customer budgets, ensuring affordability while maintaining product quality. **Place:** XYZ Flowershop strategically chose a location that is easily accessible to customers, especially those in the campus area. This location is owned by the shop, reducing overhead costs associated with renting. Moreover, there is no direct competition from florists in the vicinity, which further reduces competition. **Promotion:** XYZ Flowershop primarily utilizes social media platforms such as Instagram, Facebook, Tiktok, and WhatsApp for promotion. They make the most of these platforms' features to increase product visibility. Additionally, they utilize Google Business and physical branding to enhance their presence. **People:** XYZ Flowershop's employees, totaling 9, play a crucial role in the business. They are known for their loyalty, responsibility, diligence, honesty, skills, and

willingness to learn. Employees are trained not only in flower arrangement but also in providing excellent customer service, ensuring a positive customer experience. **Process:** XYZ Flowershop focuses on streamlining processes to enhance efficiency. They have set standards for bouquet preparation times and aim to complete orders within one working day. The speed and quality of bouquet arrangement are key factors in their success. **Physical:** The shop is designed for customer comfort and modernity, with comfortable seating, Wi-Fi, well-arranged flowers, ample parking space, and modern business tools like refrigerated showcases, laptops for administration, and electronic payment facilities.

Table 2. Internal Factor Matriks

Internal Factor	Weight	Rating	Weight X Rating
Strenghts			
Quality and varied products	0,136	4	0,544
Affordable prices	0,122	4	0,488
Strategic location	0,133	4	0,532
Delivery service available	0,114	4	0,456
Convenient store concept	0,121	3	0,363
Subtotal	0,626	19	3,383
Weaknesess			
Perishable raw materials	0,141	3	0,423
Promotion is not maximized	0,131	2	0,262
Lack of manpower, especially the marketing department.	0,102	2	0,204
Subtotal	0,374	7	0,889
Total	1		3,272

External Environment Analysis

Environmental external analysis aims to evaluate the conditions and events outside a company's environment (Goyal et al., 2022; Meldona et al., 2022). Analyzing the external environment is a crucial step in identifying the opportunities and threats faced by a company (de-Madaria et al., 2022; Wiara Sanchia Grafita Ryana Devi et al., 2022). Here are the identified opportunities and threats for XYZ Flowershop. **Existing Customer Loyalty:** XYZ Flowershop has successfully built a loyal customer base over the past three years. These loyal customers consistently purchase flower arrangements for various occasions. Maintaining and nurturing this customer loyalty is essential for the long-term sustainability of the business. The owner of XYZ Flowershop attributes this success to providing exceptional customer experiences, understanding that loyal customers are vital for a company's survival. **Evolving Lifestyles:** The increasing population of West Jakarta and the evolving lifestyles of its residents present a significant opportunity for XYZ Flowershop. As people's lifestyles improve and they pay more attention to aesthetics, there is a growing demand for flower bouquets and floral products. Occasions like Valentine's Day and other celebrations that involve gifting flowers provide a boost in sales. Additionally, as the population grows, there will be more birthdays, weddings, and family gatherings that require floral arrangements, creating further opportunities for XYZ Flowershop to expand its business. **Technological Advancements:** Rapid technological advancements have a significant impact on all businesses. XYZ Flowershop must stay vigilant and adaptable to technology changes to remain competitive. The growing population of West Jakarta also opens up possibilities for new innovations, products, improved marketing strategies, and streamlined administrative

processes. Leveraging technology, especially the internet for trend analysis and computerized record-keeping, can positively impact the business. However, it's crucial to ensure the workforce is competent in utilizing these technologies effectively. **No Direct Substitutes:** XYZ Flowershop's primary products, fresh flowers, cannot be easily substituted. While artificial or plastic flowers exist as alternatives, the genuine beauty and charm of fresh flowers remain unmatched. To address this, XYZ Flowershop also offers a wide range of floral products and related accessories to cater to different customer preferences. This strategy helps mitigate the threat of substitute products. **Competition Among Similar Businesses:** Competition is an inherent aspect of business growth. The presence of numerous florists in West Jakarta poses a threat to XYZ Flowershop. Competing florists offer diverse services, including event decoration, which can lure potential customers away. To combat this threat, XYZ Flowershop must prioritize product quality, enhance customer service, and stay up-to-date with current trends in the industry. **Buyer Bargaining Power:** Customers in West Jakarta have significant bargaining power because they have several florists to choose from. They prioritize quality and trendy products, which gives them the upper hand in negotiations. XYZ Flowershop must consistently offer high-quality products and exceptional service to maintain customer loyalty and mitigate this threat.

Table 3. External Factor Matriks

External Factor	Weight	Rating	Weight X Rating
Strenghts			
Already have regular customers	0,163	2	0,326
Patterns and lifestyles of people who are increasingly developing	0,151	3	0,453
Advances in information technology	0,164	3	0,492
There are no substitute products	0,181	3	0,543
Subtotal	0,659	11	1,814
Weaknesses			
The high level of competition in the city	0,171	2	0,342
Bargaining power of buyers	0,156	2	0,312
Subtotal	0,327	4	0,654
Total	0,986		2,468

Discussion

From the table above, it can be observed that the highest-scoring internal factor is the quality and variety of products, with a score of 0.544, which is a strength of XYZ Flowershop. On the other hand, the highest-scoring weakness is the lack of specialized marketing personnel, with a score of 0.306. Regarding external factors, the highest-scoring opportunity is the absence of substitute products, with a score of 0.543. The highest-scoring threat is the high level of competition in West Jakarta, with a score of 0.342. Based on the analysis results in Table 2, the total score for the internal factors is 3.233. In Table 4, the total score for the external factors is 2.468. Furthermore, the total scores for each factor can be detailed as follows: strengths: 2.383, weaknesses: 0.889, opportunities: 1.814, and threats: 0.654. Therefore, it is known that the value of strengths minus weaknesses is a positive difference of 1.494, and the value of opportunities minus threats is a positive difference of 1.16. From the identification of these factors, they can be illustrated in a SWOT analysis diagram, as shown in Figure 1.

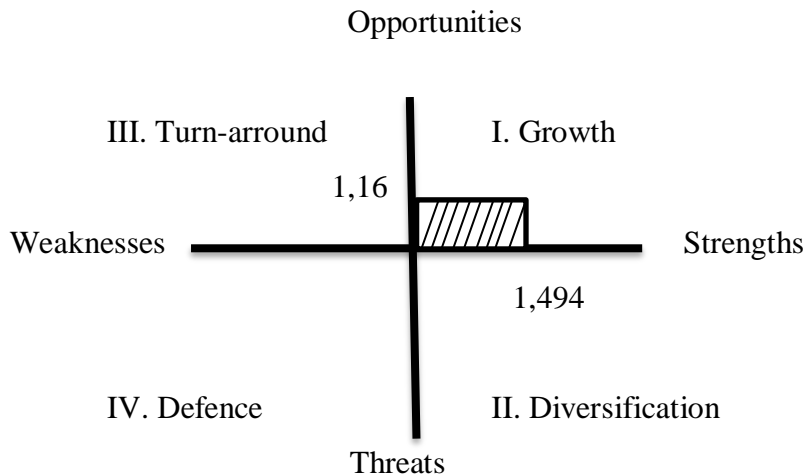


Figure 1. SWOT Analysis Diagram

From the diagram above, it is evident that XYZ Flowershop is on the right path and performing quite well. By continuing to implement an aggressive growth strategy, it can further boost its sales (Inrawan et al., 2022; Jain et al., 2022; Lumbanraja et al., 2021).

S-O strategies leverage the company's strengths to maximize profits by capitalizing on existing opportunities. The strengths considered in this analysis include having high-quality and diverse products, affordable pricing, a strategic location, the availability of delivery services, and a comfortable and modern store concept. Meanwhile, the opportunities that can be seized are having a loyal customer base, the evolving lifestyles of the community, advancements in information technology, and the absence of substitute products. The S-O strategy formulated from the SWOT matrix for "XYZ Flowershop" is to develop products by utilizing the existing high-quality and diverse product range. One pricing strategy that can be implemented by "XYZ Flowershop" is to offer discounts for the third purchase and on select products for specific occasions. The target market for "XYZ Flowershop" comprises middle to upper-class individuals who are not highly price-sensitive. However, offering discounts for the third purchase within a month is a way to show appreciation to customers who make repeat purchases at "XYZ Flowershop." These discounts are expected to enhance customer interest in the products offered by the shop. Additionally, offering special discounts on certain products for occasions like Valentine's Day and Mother's Day can attract customers, as prices for flowers tend to rise on such days. This strategy aims to encourage customers to continue buying flowers from "XYZ Flowershop." Opening new branches can also be considered, given the increasing demand for flower bouquets at "XYZ Flowershop" in various areas. This expansion would make "XYZ Flowershop" products more accessible to consumers wherever they are located. Maintaining the quality and unique characteristics of its products is crucial for "XYZ Flowershop." The shop is known for selling high-quality products compared to other florists, with attractive bouquet designs. This distinctiveness should be preserved to prevent customers from switching to other products.

W-O strategies involve using available opportunities to address the weaknesses of the company. The opportunities that "XYZ Flowershop" can leverage include having a loyal customer base, the evolving lifestyles of the community, advancements in information

technology, and the absence of substitute products. The weaknesses that need to be addressed are the perishable and short shelf-life of raw materials, suboptimal promotion, and a shortage of specialized marketing staff. The W-O strategy derived from the SWOT analysis is to promote the business through social media. Promotional activities that "XYZ Flowershop" can engage in include using social media platforms such as Instagram, Facebook, Tiktok, WhatsApp, and other digital media. Promotions on social media should feature attractive offers. Additionally, facilitating online transactions through social media platforms, complete with product prices and contact information, can simplify the purchasing process for customers, especially those located far from the physical store. Participating in local events in West Jakarta and enhancing the education and skills of the workforce are also important. The changing trends each year necessitate continuous innovation in bouquet arrangements. Therefore, training and skill development for employees in flower arrangement, staying updated on current trends, and understanding aesthetic values in flower arrangement are essential.

S-T strategies use the company's strengths to counteract potential threats. The strengths utilized in formulating S-T strategies are high-quality and diverse products, affordable pricing, strategic location, the availability of delivery services, and a comfortable store concept. The threats that need to be addressed include intense competition in West Jakarta and strong bargaining power of buyers. The S-T strategy developed from the SWOT analysis for "XYZ Flowershop" involves innovating with a wide variety of flower bouquet designs to enhance customer trust in the products. XYZ Flowershop's strengths, such as product quality, pricing, location, delivery services, and store ambiance, form a robust foundation to navigate market threats effectively. By strategically using these strengths, the shop can maintain its competitiveness, appeal to a broad customer base, and respond proactively to market challenges. By leveraging its strength in offering high-quality and diverse products, the flower shop can continuously introduce new and appealing flower bouquet designs. This innovation can help differentiate XYZ Flowershop from competitors and attract customers seeking unique and aesthetically pleasing arrangements. It not only addresses the threat of intense competition but also aligns with the evolving preferences of customers in West Jakarta.

W-T strategies aim to minimize weaknesses to tackle potential threats. The weaknesses that should be addressed by "XYZ Flowershop" are perishable and short-lived raw materials, suboptimal promotion, and a shortage of specialized marketing staff. The threats to avoid include intense competition in West Jakarta and strong bargaining power of buyers. Therefore, the W-T strategy derived from the SWOT matrix is to increase the marketing workforce. Marketing is a critical aspect of any business, and "XYZ Flowershop" should consider hiring specialized marketing staff to improve marketing activities without disrupting production and sales. Temporary staff recruitment during events or peak seasons can also maximize profitability. Simultaneously, continuing promotions through social media platforms like Instagram and Tiktok is crucial to showcase the presence of "XYZ Flowershop."

Conclusion and Recommendation

The research findings provide valuable insights into the strategic landscape of "XYZ Flowershop". Internally, the shop boasts several strengths, including a wide range of high-quality products, competitive pricing, a strategic location, convenient delivery services, and an inviting store concept. However, it also faces challenges in the form of easily perishable raw materials, suboptimal promotional efforts, and a shortage of specialized marketing personnel. Externally, the shop can capitalize on opportunities such as a loyal customer base, evolving community lifestyles, advancements in information technology, and a lack of substitute products. At the same time, it needs to address threats related to intense competition in West Jakarta and the strong bargaining power held by buyers. To navigate this complex landscape, the study has formulated various alternative strategies through the SWOT analysis. These strategies encompass product development by leveraging the shop's existing high-quality and diverse offerings, incentivizing repeat purchases through discounts, expanding by opening new branches, and preserving the shop's product quality and uniqueness. Additionally, strategies involve enhanced promotional efforts via social media, active participation in local events in West Jakarta, and investments in the education and skill development of the workforce. Innovations in product offerings and the maintenance of customer trust are also critical components.

For future research, investigating the preferences and behavior of flower consumers in West Jakarta can provide valuable insights. Future research could delve into factors influencing flower purchases, such as occasions, cultural significance, and personal motivations. This future research directions can contribute to a deeper understanding of the flower shop industry in West Jakarta and offer insights for business owners, policymakers, and scholars interested in marketing, entrepreneurship, and consumer behavior.

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