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Implementation Of Business Strategies In Facing Coffee Industry Competition (Case Study of PT. Ulubelu Cofco Abadi)

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Abstract

PT. Ulubelu Cofco Abadi is one of them business coffee home industry in Bandar Lampung. The problems faced by PT. Ulubelu Cofco Abadi , namely PT Sales . Ulubelu Cofco Perpetual fluctuates . This research aims to find out what business strategies should be used to obtain a market leader position for PT. Ulubelu Cofco Abadi. The method used in This research is a qualitative analysis method, using the SWOT analysis tool (strength , weakness, opportunity and threat)

Judging from the Cartesian SWOT diagram where PT. Ulubelu Cofco Abadi is in quadrant 1, namely: strategy cost leadership (reducing total costs , determining the right cost price), strategy differentiation (adding new products, food or drinks), focus strategy (maintaining product quality , cleanliness is always maintained, more friendly service to consumers) .

Keywords: Business Strategy , Competitiveness, Strength , Weakness, Opportunity, And Threat .

INTRODUCTION

Coffee may be a drink coming about from brewing coffee beans that have been roasted and ground into powder. Coffee may be a product within the world that's developed in more than 50 nations. Two assortments of coffee trees are generally known, to be specific robusta coffee (Coffee canephora) and arabica coffee (Coffee arabica). Handling coffee some time recently it can be intoxicated could be a long handle, to be

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specific collecting develop coffee beans either by machine or by hand, at that point handling the coffee beans and drying them some time recently they gotten to be coffee logs. The following handle is roasting to varying degrees. After simmering the coffee beans are ground or ground into coffee powder some time recently the coffee can be inebriated .

Coffee is one of the most excellent rural items from Indonesia, and Indonesia is one of the finest coffee creating nations. Indonesia is the 4th biggest coffee maker within the world after Brazil, Vietnam and Colombia. Of the overall generation, around 6.7% of coffee is sent out whereas the rest is utilized to meet residential needs. Whether we concede it or not, the generation, exchange framework and culture of drinking coffee are Dutch colonial legacies.

Within the past, numerous individuals delighted in coffee to calm tiredness. Particularly for men who like to sleep until past midnight. Coffee is additionally synonymous with guardians total with a cigarette. For them, coffee without cigarettes is like vegetables without salt, something is lost. Times have moved, and so have the ways of life that have shaped in society. In fact, coffee is now not just a necessity for staying up late, usually appeared by the multiplication of cafes and coffee shops on different road corners.

This lifestyle has recently become clear and has quite a lot of followers. If hanging out at clubs is a way for young executives to gather and unwind after work, then sitting in cafes and coffee shops is also popular with mothers, families and even many young people who also follow this lifestyle. There is no age or profession limit, although of course it requires certain costs. It seems that the main attraction lies in the opportunity to spend (or rather enjoy) time in a relaxed but elegant manner. However, this kind of lifestyle does not always have to be accused of leading to a negative life of hedonism. This is because humans are social creatures, so it is natural that instinctively they always want to socialize. This way of socializing is adapted to the situation at hand. These behavioral patterns formed from interactions between individuals and situations give birth to certain lifestyles. Of course, the rise in popularity of coffee drinking events has also brought blessings to entrepreneurs

Coffee significant others are moreover expanding, presently coming from different circles. Way of life spectator, Sonny Muchlison, surveys that Indonesian society includes a "chatty" nature. Namely, following something that is currently trending. Many coffee shops also have their own charm, which will stimulate someone to come and try the menu

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they serve. In fact, for coffee lovers, coffee is not just a trend but a way to enjoy the consistent taste of coffee. "Coffee is actually inconsistent. The concentration of caffeine depends on the coffee processing process. If the coffee is finely ground, the coffee will be more bitter. Usually it is mixed other additions to produce the desired taste.

One of them is PT. Ulubelu Cofco Abadi which is located in Panjang, Bandar Lampung , Jl. Engineer Sutami No.24, Way Laga, Kec. Panjang, Bandar Lampung City, Lampung 35245 which was used by researchers as the object of this research. PT. Ulubelu Cofco Abadi is not only much sought after by coffee lovers, it is even popular with the public, especially young people, not only because of its affordable price but because of its delicious coffee taste. Along a lot of time goes by New competitors began to emerge . The emergence of similar home industries certainly has an impact on PT. Ulubelu Cofco Abadi. On Social Media itself there are approximately 3 (three) competitors others sell online or are marketed in several stores , meanwhile What is the name competitors namely: Els Coffee, and Kopi Ketje ,. Based on the impact of competitive factors that influence the development of the number of consumers above, data on the sales development of PT. Ulubelu Cofco Abadi during 2023.

Table 1. Sales Data of PT. Ulubelu Cofco Abadi during January 2023 - December 2023

No	Month	Sales (Rp)	Development (%)
1	January	18,750,000	-
2	February	18,950,000	1.07
3	March	19,250,000	1.58
4	April	19,600,000	1.82
5	May	18,850,000	-3.83
6	June	19,100,000	1.33
7	July	20,000,000	4.71
8	August	18,500,000	-7.5
9	September	19,300,000	4.32
10	October	19,550,000	1.29
11	November	19,875,000	1.66
12	December	19,950,000	0.38

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Amount	231,675,000	6.84
Average		0.62

Source : PT. Ulubelu Cofco Abadi, 2024.

Based on Table 1 over, it can be seen that the whole of the values deals PT. Ulubelu Cofco Abadi amid January 2017 to December 2017 changed tends to extend, the number of advancements is 6.84% with an normal of 0.62%. Based on the depiction of the existing issue foundation , the point of this investigate is to discover out what trade procedure ought to be utilized to get the showcase pioneer position of PT. Ulubelu Cofco Abadi. The strategy used in This inquire about could be a subjective investigation strategy, utilizing the SWOT (Strength, Weakness, opportunity and Threat) investigation apparatus.

LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

Management

According to(Farida, 2017) Management is both an art and a science in planning , coordinating / organizing , directing and supervising to achieve predetermined goals . According to(Hasibuan, 2020) management represents science and art arrange a process of utilizing resources and other resources effectively and efficiently . According to Robbins and Coulter in (Kristina & Widyaningrum, 2019) Management is the process of coordinating and integrating work activities so that they are completed effectively and efficiently . According to(Kristina & Widyaningrum, 2019) management , namely the coordination of all resources through the processes of planning , organizing , determining workforce , direction and supervision to achieve predetermined goals . From the explanation according to the experts above, it can be explained Management is a process that includes planning , organizing , directing and supervising in an organization so that the specified goals can be realized .

Marketing

Promoting is an action prepare that's affected by different social , social , political, financial and administrative variables . As a result of The impact of these different variables is that each person or bunch gets needs and wants by making, advertising , and trading items that have esteem. product (Musyawarah & Idayanti, 2022).

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Marketing Management

According to (Kotler & Keller, 2017), management Marketing is a target market to attract, retain and increase consumers by creating and providing good sales quality . According to (Abdullah & Tantri, 2016), management marketing as a whole is a way company do businesses that prepare , define, and distribute products, services, and ideas that meet the needs of target markets. According to (Swastha, 2019), management Marketing is an activity of creating, preparing , implementing plans carried out by a company to generate profits. Based on the three statements that have been explained by several experts , the researchers concluded that management Marketing is a science applied to something business to stay life through the process of planning , implementing and controlling program creation draft marketing.

Mix Marketing

According to (Kotler, 2017), mix marketing is a marketing method that a company continues to use to fulfill its mission (Kotler & Keller, 2017)in the target market. According to Buchari Alma (2017:205) mix Marketing is a plan combined with sales activities like that form that is ultimately required maximum combination to produce products that consumers expect to increase. From several explanations from the experts above, the researchers concluded : mix Marketing is a concept for developing marketing strategies in something company to achieve sales targets so that the marketing satisfying .

Marketing Strategy

Promoting procedure may be a arrangement of objectives and targets, approaches and rules that give heading endeavors showcasing company from time to time, at each level , references and assignments , particularly as a company reaction in confront an ever-changing competitive environment and circumstances (Egha et al., 2021). Showcasing strategy has an imperative part in that there's portioning, focusing on and situating which decide the success of a trade company in work his trade within the field of promoting (Putri et al., 2021). Concurring toHakim (2023) Methodology is the total concept of how something works company organize himself itself and all exercises with the point of running the trade succeed , compete , and perform returns to shareholders.

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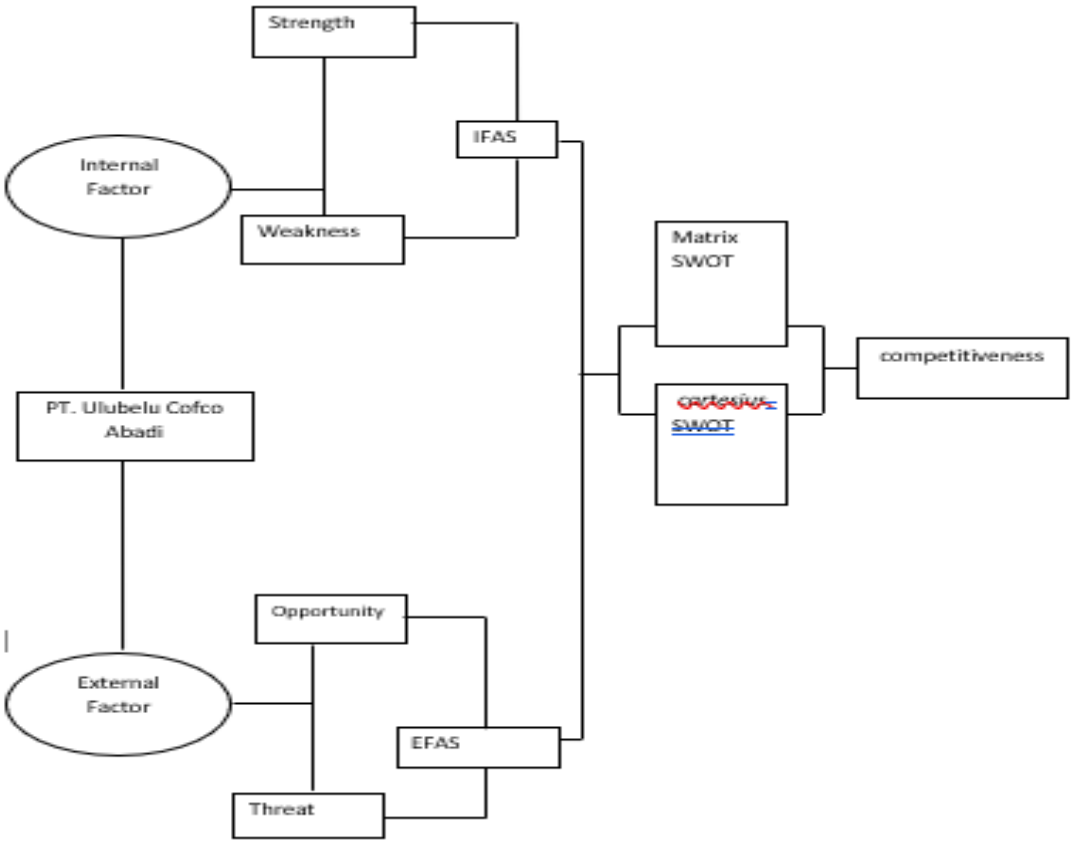


Figure 1. Conceptual Framework

RESEARCH METHODS

Informant

The informants in this research were 2 employees and 8 consumers . Consumers were consumers who had made purchases in the last 1 year, consumers were at least 20 years old and over.

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Analysis Method

The analytical method used by researchers in this research is the qualitative analysis method, namely the method used to analyze data using reasoning and study guided by a theoretical approach . Even if there is data in the form of numbers, the nature of the analysis is only limited to giving information , judge stsu evaluate the numerical data Then do interpretation and concluding . The analytical tools used in this research are: SWOT analysis *(Strengths, Weakness, Opportunities , and Threats).*

RESEARCH RESULTS AND DISCUSSION

Internal Analysis (Internal Factors Analysis Summary)

In this internal environmental analysis, what is studied are the factors within the company, namely the strengths *and* weaknesses *of* the company. Before making a summary table of analysis of internal strategy factors, it is necessary to first know the company's internal factors. From the results of the questionnaire that has been given to PT. Ulubelu Cofco Abadi So it can be seen that the internal factors in this company are as follows:

1) Factors that become the company's strengths :
    a) Brand image of PT. Ulubelu Cofco Abadi is very strong
    b) Brand image of PT. Ulubelu Cofco Abadi is easy for consumers to remember
    c) The company offers discount promotions price
    d) PT. Ulubelu Cofco Abadi has various products
2) Factors that become the company's weaknesses :
    a) Lack of promotion
    b) Lack of employee power
    c) Difficult to manage employees
    d) Employees often make mistakes

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Table 2. IFAS PT. Ulubelu Cofco Abadi

No	Internal Factors	Weight	Ratings	Weight x Rating
Strength				
1	Brand image of PT. Ulubelu Cofco Abadi which is very strong	**0.20**	**4**	**0. 8 0**
2	Brand image of PT. Ulubelu Cofco Abadi is easy for consumers to remember	**0.20**	**4**	**0. 8 0**
3	The company offers discount promotions	**0.1 5**	**3**	**0.45**
4	PT. Ulubelu Cofco Abadi has a variety of products	**0.20**	**3**	**0.60**
Sub-Total		**0. 7 5**		**2 . 6 5**
Weakness				
1	Lack of promotion	**0.05**	**2**	**0. 1 0**
2	Lack of employee power	**0.1 0**	**2**	**0. 2 0**
3	Difficult to manage employees	**0.05**	**3**	**0.15**
4	Employees often make mistakes	**0.05**	**3**	**0.15**
Sub-Total		**0. 2 5**		**0. 6 0**
Total		**1.00**		**3 . 2 5**

Source: Data processed, 2024.

Based on table 2. PT's total IFAS matrix score. Ulubelu Cofco Abadi is 3 . 2 5.

External Analysis (External Factors Analysis Summary)

In this external environmental analysis, the company examines factors outside the company, namely in the form of opportunities and threats it faces. Before creating a summary table for the analysis of external strategic factors, it is necessary to first know what the company's external factors are. From the list of questions that have been given to PT. Ulubelu Cofco Abadi, it can be seen that the external strategic factors in this company are as follows:

1) Factors that become opportunities:
    a) Do Lots collaboration with large companies
    b) Consumers often order E-commerce
    c) Have a good relationship with consumers

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d) Many people like coffee

2) Threat factors:
   a) Has many competitor
   b) The existence of product similarities with competitors
   c) Competitor intense carry out promotions
   d) substitute foods and drinks

Table 3. EFAS PT. Ulubelu Cofco Abadi

No	External Factors	Weight	Ratings	Weight x Rating
Opportunity				
1	Carrying out many collaborations with large companies	**0.20**	**4**	**0.80**
2	Consumers often order E-commerce	**0.20**	**4**	**0.80**
3	Have a good relationship with consumers	**0.15**	**3**	**0.45**
4	Many people like coffee	**0.1 0**	**2**	**0.20**
Sub-Total		**0.65**		**2 . 2 5**
Threat				
1	Has many competitors	**0. 10**	**4**	**0. 4 0**
2	The existence of product similarities with competitors	**0.10**	**3**	**0. 3 0**
3	Competitors are aggressively promoting	**0.10**	**2**	**0.20**
4	Many substitute foods and drinks	**0.05**	**2**	**0.1 0**
Sub-Total		**0.35**		**1 . 00**
Total		**1.00**		**3 . 25**

Source: Data processed, 2024.

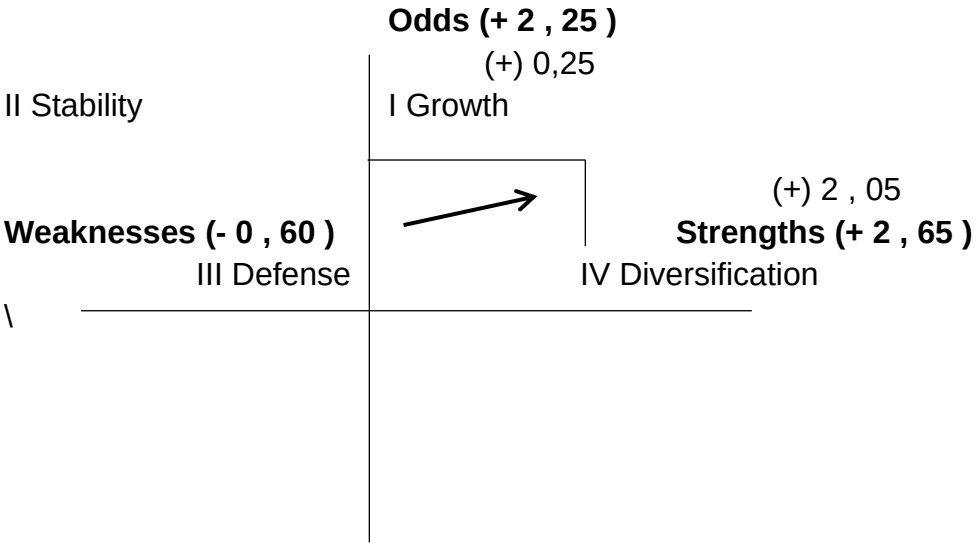
Based on table 3. PT's total EFAS matrix value. Ulubelu Cofco Abadi is 3 . 25 .

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SWOT Cartesian Diagram

Cartesian SWOT diagram is the next stage of analysis after the IFAS and EFAS tables are created. Based on the IFAS and EFAS tables, the Strength value is known with Weaknesses have a difference of **2.05** and **the** Opportunity and Threat **values** have a **difference of 1.25** . From the results of identifying these factors, it can be depicted in a SWOT matrix diagram which can be seen in Figure 4.1 below:



Source : data processed in 20 24

Figure 2. PT SWOT Matrix Diagram . Ulubelu Cofco Abadi

Based on the SWOT Matrix diagram above, it is known that PT. Ulubelu Cofco Abadi is in quadrant I, where the situation is very favorable. In this quadrant, PT. Ulubelu Cofco Abadi has opportunities and strengths so it can take advantage of existing opportunities. The strategy that must be implemented in this condition is to support aggressive growth policies (*growth oriented strategy*).

SWOT Analysis (Strength, Weakness, Opportunity, Threat)

This analysis aims to match the external opportunities and threats faced by the company with its internal strengths and weaknesses to produce strategic alternatives.

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Once the IFAS matrix, EFAS matrix and IE matrix are known, a SWOT matrix can be prepared. The SWOT matrix is prepared to describe how the company's external factors such as opportunities and threats (EFAS) faced by the company can be adjusted to the company's internal factors, namely the company's strengths and weaknesses (IFAS). The SWOT matrix can produce four sets of strategies that can be carried out by PT. Ulubelu Cofco Abadi. For more details, see table 4 below:

Table 4. PT SWOT Matrix. Ulubelu Cofco Abadi

IFAS / **EFAS**	**Strengths:**	**Weaknesses:**
	1. Brand image of PT. Ulubelu Cofco Abadi is very strong 2. Brand image of PT. Ulubelu Cofco Abadi is easy for consumers to remember 3. The company offers discount promotions price 4. PT. Ulubelu Cofco Abadi has various products	1. Lack of promotion 2. Lack of employee power 3. Difficult to manage employees 4. Employees often make mistakes
Opportunities:	**SO Strategy:**	**WO Strategy:**
1. Do Lots collaboration with large companies 2. Consumers often order E-commerce 3. Have a good relationship with consumers 4. Many people like coffee	1. Companies can do collaboration with companies famous so that the brand image becomes stronger 2. Maintain good relationships with consumers by continuing to provide promotional discounts price	1. Carry out promotions that attract more consumer interest 2. Improve ways to manage employees to be more obedient to the rules so that don't make mistakes 3. Building cooperation with Merchants to promote PT

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	3. Increase promotions on E-commerce as well give the latest innovations in products	coffee products. Ulubelu Cofco Abadi
Threath : 1. Has many competitor 2. The existence of product similarities with competitors 3. Competitor intense carry out promotions 4. substitute foods and drinks	**ST Strategy:** 1. Improve brand image and expand products 2.Conduct market research to find out competitors' prices 3. Maintain relations with the government by complying with existing regulations so that business will guaranteed by the government	**WT Strategy:** 1. Increase promotional activities to overcome competition 2. Add employees and improve employee attitudes

Source: Processed data, 20 24 .

Business Strategy Implementation

In Figure 2. there are the results of the Cartesian diagram analysis, where PT. Ulubelu Cofco Abadi is in quadrant I, so the business strategy that can be implemented is a strategy to support aggressive growth policies (*Growth Oriented Strategy*). The strategy that can be carried out is referring to the world market leader and the next sequence is called market challenger. In this context, the leadership will take the decision to expand by adopting policies in the form of improving (internal) programs, such as:

1. Internal growth : Increase sales , capacity production , and labor
2. Horizontal integration: Acquiring another business entity that is engaged in the same business (increasing market share)
3. diversification : acquiring other existing business entities related
4. Diversification vertical : developing / expanding into other businesses
5. vertical integration : merger of business entities from upstream until downstream
6. Vertical integration related : develop business in other fields
7. Merger: combining two or more business entities into one
8. Alliance : cooperation between two or more business entities in doing project.

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CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the description and discussion that has been presented in the previous chapters , several points can be drawn as conclusions in this writing, namely:

1. Internal and external analysis of PT. Ulubelu Cofco Abadi has a total score of 3.25. SOWT Cartesian Diagram PT. Ulubelu Cofco Abadi is located in Quadrant I is where the situation is very profitable. In this quadrant, PT. Ulubelu Cofco Abadi has opportunities and strengths so it can take advantage of existing opportunities. The strategy that must be implemented in this condition is to support aggressive growth policies (*growth oriented strategy*).
2. Based on the results of the SWOT analysis, suitable strategies overcome PT competition. Go- Jek in Bandar Lampung is SO's strategy .
   a) SO Strategy:
      1) Companies can do collaboration with companies famous so that the brand image becomes stronger
      2) Maintain good relationships with consumers by means guard provide promotional discounts price
      3) Increasing promotions on E-commerce as well give the latest innovations in products

Suggestion

From the results of the description and discussion that have been put forward, there are several main suggestions that PT can consider. Ulubelu Cofco Abadi is as follows:

1. In doing strategy compete company should need to create a better competitive strategy by paying attention strategies that have been implemented previously.
2. From the conclusion of the SWOT analysis, there are things that can be done by PT. Ulubelu Cofco Abadi in an effort to implement strategies include increasing promotional activities to overcome competition, and complying with government regulations so that the government supports the operationalization of Go-Jek and can help curb reckless drivers .

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