



# SWOT Analysis To Determine Competitive Strategy In Yakusa Laundry Business

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**Abstract:** In this era of modern development, there is a lot of competition throughout the industrial world, including inside and outside the industry. This also happens because changes in the field of technology are increasingly rapid and precise. In conditions of rapid technological development, this is possible for business actors, especially companies, this situation is no longer surprising when operating in the field of commodity operations, in this case company management will compete with each other through various media to improve the sales process to current marketing consumers. This example is Yakusa Laundry. The author's aim in conducting research on the Yakusa laundry business aims to identify and analyze SWOT, namely strengths, weaknesses, opportunities, threats, such as competitive strategies to increase competitiveness. on the Yakusa Laundry business. This research uses a descriptive qualitative approach, data collection techniques using narrative data methods, namely oral and written interviews, observation and documentation. Investigation of informants is based on relevance and adequacy. The results of research regarding marketing strategies in increasing competitiveness at Yakusa Laundry show an increase in competitiveness, this is proven by the company's control of market share.

**Keywords:** Technology, Analysis, SWOT, Strategy, Marketing

## Introduction

The right strategy is how to win the competition. According to Porter (2020), competitive strategy is linking the firm to its environment. Although the relevant environment is very broad, encompassing social forces as well as economic forces, the main aspect of the firm's environment is the industry in which the firm competes. Need strategy is known as generic strategy, it is the fundamental approach of a company achieving profitability above the industry average through the sustainable development of competitive advantage.

In business, companies need to develop strategies for success. Strategies need to be developed because competition and rivalry recognize who their competitors are, what their goals are, and what their strategies are, their strengths and weaknesses, and their response patterns to competition[1].

SWOT analysis is the systematic identification of various factors that affect developing a company's strategy. This analysis is based on the logic of maximizing advantages and opportunities, while simultaneously minimizing weaknesses and threats. The strategic decision-making process is always about building the company's mission, goals, strategies and policies. Then strategic planning must analyze the company's

strategic factors (strengths, weaknesses, opportunities and threats) in the current condition[2].

External factors influence the creation of opportunities and threats (O and T). If this factor is associated with the external circumstances of the company that affect the company's decisions. A factor of this includes the industrial environment and macroeconomic environment, economic, political, legal, technological, population and socio-cultural. Internal factors affect the development of strengths and weaknesses (S and W). Where the factor applies to the internal conditions of the company, that is, it also affects the development of the company's decision-making ability. These internal factors include all types of operations management: marketing, finance, operations, personnel, scientific and development, management information systems and corporate culture[3].

One of the service companies whose business growth is currently developing is a laundry company or laundry service whose business focuses on washing, ironing and dry cleaning. Lifestyle changes and busy demands that make most people use laundry services to make their work easier. This business or laundry service has not only penetrated into the city but to remote areas is now starting to increase the offer of various facilities and services. In addition, the laundry business is a relatively simple business because the risks of the challenges faced are relatively small compared to other companies. this laundry business can also be done at home so there is no need to spend a lot of money renting a place for this business [4].

Yakusa Laundry is one of these laundry businesses running for approximately 5 years and was established in an environment where the majority of laundry businesses, located in Bengkulu City precisely in a densely populated residential area JL. Pratu Aidit No.7 RT. 6 Kel. Bajak Kec. Teluk Segara-Kota Bengkulu, where there are residential houses and in the area there are also boarding houses for teenagers who have a lot of activities, so they don't have time to wash their own clothes[5].

Along with the growing need for the existence of a service business. Where Yakusa Laundry provides cleaning or laundry services for clothes, dolls, blankets, rugs, etc. others always try to prioritize customer satisfaction and the existence of special care for clothes that fade easily with the recommended price of IDR 4000 / kg. It can be said that the consumers are quite large because the target market starts from students, students, employees of the surrounding community. The current yakusa laundry business has grown very rapidly lately Yakusa Laundry was established in 2020 and is a young laundry compared to the laundry around it, but Yakusa Laundry is more popular with consumers than other laundries in the area. This research was conducted on kilo laundry businesses in the area around Teluk Segara, especially Bengkulu city [6].

To generate interest in repurchasing a product or service is not easy. Many factors can influence this. According to Fandy Tjiptono (2018: 386) repurchase interest is different from loyalty, if loyalty reflects a psychological commitment to a particular brand or product, while repurchase behavior solely involves buying the same brand repeatedly.

This should make Yakusa Laundry vigilant in planning strategies that can survive and maintain consumer demand [7].

Therefore, the author intends to determine the condition of the internal environment, namely strengths and weaknesses, and the external environment, namely opportunities and threats to the quality of Yakusa Laundry's special services. Especially in the face of its competitors, therefore Yakusa Laundry must use its strengths to face its competitors thus, its competitiveness is high. So in this study the author took the title **"SWOT Analysis to Determine Competitive Strategy at Yakusa Laundry Business"**.

## **Methodology**

This research uses a descriptive qualitative approach, data collection techniques using narrative data methods, namely oral and written interviews, observation and documentation. Investigation of informants is based on relevance and adequacy. In this research, the researcher collected data by using another method of interview. Interviewing is a technique of collecting data by giving direct questions to respondents who are competent in the subject matter being studied in this research.

The subjects used in this research are informants. Informants are designated as sources of information that are able to provide complete information and are relevant to the research objectives. In this research, there are two types of information, namely key information and supporting information. Key informants are informants who have comprehensive information about the research question. Supporting informants, on the other hand, are those who can provide additional information to complete the analysis and add to the quantitative research.

## **Result and Discussion**

The results of research regarding marketing strategies in increasing competitiveness at Yakusa Laundry show an increase in competitiveness, this is proven by the company's control of market share.

The results of the research waiver with good heri febriain as the owner of dairi afterhai yaikusai laiundry aidailaih as follows:

- a. What are the advantages of Yaikus Laiundry in comparison to other laiundry in the vicinity?

Based on the results of the research in this article, it can be seen that Yaikus Laiundry has an integrated online design, enabling customers to easily carry out online design, track the status of customers in real time, and also make payments easily. They can also manage inventory more efficiently and use data analytics to improve their other services. By doing so, Yaikusai Laiundry can provide better customer service, improve operational efficiency, and differentiate themselves from competitors in the laundry industry.

- b. What are the weaknesses of Yaikusai laundry in comparison to other laundry-laiundry around?

Based on the results of the research in this article, we can look at other paidai laimpirain 1 and describe the Yaikusai laundry Dairi several possible weaknesses mentioned earlier, we can draw the conclusion that Yaikusai Laundry may have several deficiencies that need to be filled in the competition with other laundry in the vicinity. These deficiencies include the inability to effectively analyze the competition, the lack of process automation, the lack of integration with the server platform, the lack of data analysis, and the lack of information retrieval.

- c. What are the different types of watermelon used by Yaikusai Laundry to water the rainbow?

According to the results of the research in this article, Yaikuzai Laundry should focus on several key strategies. They need to develop a user-friendly mobile application, utilize a software program to drive customer return, and use customer data to provide more personalized and efficient services. Relevant communication and relevant promotions are also needed to attract new customers and keep them engaged. Naimun, it is important for Yaikuzai Laundry to maintain the privacy and privacy of its customers in all their activities. By accepting these outcomes, they can increase their tairik daiyai in the paisair and strengthen their relationship with their customers.

- d. What are the threats to Yakusa laundry?

Based on the results of the interview above can be seen in the attachment can be explained, Yakuza Laundry has several threats, namely the high level of competition Damage to equipment Prices that compete Technology is getting more sophisticated.

- e. Are there certain conditions that can give Yakusa Laundry a greater chance of improving its business?

Based on the results of the interview above can be seen in appendix 1 can be explained, Yakuza Laundry has a greater opportunity, namely: High demand for laundry services, increased technological awareness, changes in consumer behavior, availability of new technology, regulation of new standards and investment in R&D.

## Conclusion

After conducting research on Yakusa Luandry, the researcher can draw the following conclusions: (1) Through SWOT analysis, it can be seen that the strategy that has been carried out by Yakusa Laundry has increased its competitiveness. (2) The results of research on marketing strategies in increasing competitiveness at Yakusa Laundry, show an increase in competitiveness, this is evidenced by the control of market share by the company. (3) The strategy carried out by Yakusa Laundry in accordance with the results of the SWOT analysis in this study is an aggressive strategy by supporting aggressive growth

policies (Growth Oriented Strategy). For the condition of Yakusa Laundry in the threat quadrant, this shows that the company is in an unfavorable condition because it has a lack of information systems so that it cannot seize several opportunities, enlarge growth, and achieve maximum progress. So Yakusa Laundry must be able to overcome the threat by improving the information system (Application).

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