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Marketing Strategy in Increasing Sales (Case Study at CV Galaxy Store)

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A B S T R A C T

Tu The purpose of this study is to determine what marketing strategy is right to increase sales at CV Galaxy. The method in the study uses a qualitative method with data collection techniques using observation, interviews and direct documentation to the research location. The number of informants in this study was 20 informants consisting of shop owners, employees and consumers of CV Galaxy. The research method uses SWOT Analysis. The results of the study show that, in the SWOT analysis graph using the IFAS and EFAS grand strategy matrices, it is in square position 1 (SO) which supports an aggressive growth policy by utilizing existing opportunities. In the Quantitative Strategy Planning matrix analysis, the selected Strategy Matrix is the Strength-Opportunity strategy with a TAS score of 7.38, namely utilizing strategic locations to open outlet stores near schools and offices

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INTRODUCTION

Every company in carrying out its activities has certainly set goals that it wants to achieve according to what has been planned. The main goal is generally to increase revenue and profit. To achieve this, every company needs to have full responsibility for its business.

The very tight competition between all companies today is closely related to increased sales. The CV Galaxy store, one of the office stationery stores, is currently experiencing a decline in sales. Several factors that contribute to this situation include increasing competition from online and offline stores that offer more competitive prices and ease of shopping. In addition, changes in consumer behavior that are increasingly shifting to digitalization such as the use of applications and electronic devices for work purposes, also reduce the need for physical stationery. Therefore, an entrepreneur is always required to work hard and try to have high creativity in order to create the business. The purpose of this business is to increase sales at least to maintain the sales results that have been achieved (Farida Yulianti and Lamsah 2021).

To market the products produced, the company needs to know the marketing strategy. SWOT analysis is used to assess the strengths and weaknesses of the company's resources and the external opportunities and challenges faced. By using SWOT analysis, the company has a strategy by looking at the internal factors owned by the company, namely strengths and weaknesses, and paying attention to external factors that exist and will be faced by the company, namely opportunities and threats, so that by using SWOT analysis, the company is always required to always innovate to find the right marketing strategy by looking at the internal factors owned and external factors that arise (Fitrina 2021).

SWOT is used to find out what are the strengths, weaknesses, opportunities and threats for the company, with SWOT analysis, companies are able to develop various strategies to market their products in order to increase sales. With this increase in sales, it is hoped that the company will be able to continue to develop the company in a better direction (Dewi Puspaningtyas Faeni et al. 2023).

Based on the results of the pre-SWOT study, CV Galaxy has strengths in quality products and affordable prices. However, the weakness lies in the limited cashier and narrow parking space. Opportunities are wide open by increasing sales in the digital era, while threats come from increasingly fierce competition. CV Galaxy is a retail business engaged in the trade of office stationery in the form of ballpoints, pencils, notebooks, markers, HVS paper, printer ink and others. Office stationery is a tool used by all groups and regardless of the age of its use, from young children who are just learning how to write to teenagers and adults to carry out daily activities such as school, office, college and others. CV Galaxy is located in Dondo Barat Village, Tojo Una-Una Regency, Central Sulawesi. This study was previously studied by Gelda Fujianti, Hairul, (2023) with the title "Analysis of Marketing Strategy in Increasing Sales at Salma Banjarmasin Minimarket". The results of this study indicate that the implementation of the marketing mix using 4P has an effect on increasing sales. Salma Banjarmasin

Minimarket needs to improve its promotional facilities so that the business goal of increasing its sales can be achieved. The difference between this study and previous studies is the use of different analysis methods, places and locations, however, this study will review the literature on previous studies that are relevant to marketing strategies in increasing sales. This literature review aims to provide a strong theoretical framework for this study and to identify best practices in marketing strategies that can be adopted by CV Galaxy. The results of this study are expected to contribute to the development of science in the field of marketing management and provide practical recommendations for CV Galaxy to increase sales and competitiveness.

1. Research Objectives

Based on the formulation of the problem above, this study aims to:

1. Find out what marketing strategy is right to increase sales at CV Galaxy.

2. Theoretical Studies

1. Definition of Marketing

The definition of marketing is a whole system of business activities aimed at planning, pricing, promoting and distributing goods or services that satisfy the needs of both existing and potential buyers. Marketing is one of the important activities carried out by entrepreneurs to maintain business continuity, develop the company, and achieve maximum profit.

2.Definition of Marketing Strategy

Marketing strategy has an important role in achieving success, where the company must know the needs and desires of consumers or target markets and provide satisfaction to consumers. This is done by the company in order to maintain and increase product sales, so that the company's position can be improved and maintained (Kotler & Keller 2019)

3. Marketing Management

Marketing is one of the factors that plays a central role in advancing a company that produces goods or services. Marketing management is not just a business function, but the heart and brain of every organization that wants to achieve sustainable success. In a competitive business landscape, marketing management plays a vanguard role, determining the direction and strategy of the company in achieving its goals. The success of a company, both in the short and long term, depends heavily on its ability to understand, respond to, and manage market dynamics. Effective marketing management not only focuses on sales alone, but also includes comprehensive strategic planning, including market research, product development, pricing, promotion, and distribution.

4. Marketing Mix

Kotler and Armstrong in Gunawan (2021) argue that the Marketing Mix is a collection of variables that companies can use to influence consumer responses or in other words as an absolute marketing strategy in offering products in all business fields.

A. Product

A product is a collection of physical, service and symbolic properties that produce satisfaction for the benefits for a user or buyer that can be offered to the market and will influence customer perceptions in making purchases. The elements needed in making a product are product variation, product quality, characteristics, brand, packaging, service, warranty, and others. In the definition of a product, it is anything that can be offered to consumers in the form of goods or services to meet consumer satisfaction and needs (Gunawan 2021).

B. Price

According to Warrink in Poylema, (2022) emphasizes the crucial role of price as the only factor that directly contributes to a business's income. This view is enriched by Kotler who defines price as the exchange value given by consumers to obtain benefits from a product or service.

C. Promotion

Promotion is a series of activities carried out to introduce, promote and increase awareness of certain products, services or brands (Poylema 2022).

D. Place

Place is a company activity that makes products available to targets. Place refers to providing the product in a place that is convenient for customers. SWOT Analysis

SWOT analysis is a strategic planning method that systematically identifies internal and external strengths, weaknesses, opportunities, and threats that affect the success of a project or business. In short, this analysis evaluates internal and external factors to formulate effective strategies (Jannah et al., 2024). SWOT analysis is a methodology that can be applied in research to strengthen the strategy formula. Through SWOT analysis, a company can measure its strengths, identify weaknesses, take advantage of opportunities and avoid threats (Dimas Realino et al., 2023).

Strength is defined as an advantage possessed by a company. Strength is found in conditions that are internal to the company with the aim that the company's activities run optimally. Such as strength of excellence, strong member motivation, the company name is well-known, has a hard-working nature, has a wide company network and has good product quality and affordable prices (Dimas Realino et al. 2023).

Weaknesses are shortcomings in the internal conditions of the company as a result of which the company's activities have not been carried out optimally. The weaknesses referred to in the company are such as lack of funds which hamper the company's work process, does not have skilled and active employees and does not have sufficient knowledge of the company (Dimas Realino et al., 2023).

Opportunities are opportunities that companies have to achieve their goals, namely gaining profit and minimizing risk by utilizing the company's resources (Dimas Realino et al., 2023). A threat is something that can hinder a company's movement. Threats to the company must be minimized with greater effort in dealing with these threats. Threats are external factors of the company such as the amount of competition between companies with other companies (Dimas Realino et al., 2023).

LITERATURE REVIEW

QSPM (Quantitative Strategic Planning Matrix) Analysis

QSPM is a tool that allows strategists to objectively evaluate alternative strategies, based on previously identified external and internal critical success factors (Tanisri & Fauzan 2022).

There are six steps required to develop a QSPM, namely:

1. Make a list of key company opportunities and threats, as well as internal weaknesses and strengths in the left column of the QSPM.
2. Enter weights for each key internal and external factor.
3. I Test the matrices of stage 2 (matching) and identify alternative strategies that the organization should consider implementing.
4. Determine the attractiveness value (AS).
5. Calculate the total attractiveness score (TAS).
6. Calculate the sum of the total attractiveness scores (STAS).

METHODOLOGY

Data Collection Method

Data and information collection in this study since November 2024 in the form of literature studies, statistical data searches, and internet browsing. Data collection was carried out through in-depth interviews with the owner of the CV Galaxy shop (elite interview). The interview was conducted for 7 days. The steps of the researcher in conducting interviews were by meeting directly with the informants, namely the shop owner, employees and consumers who came to shop at the CV Galaxy tako. 3.2 Research Samples Method Based on the gender of the informant. There are 5 informants or 25% male and there are 15 informants or 75% female. Thus it can be said that those found by researchers are dominated by women. Based on the age collected, there were 20 informants aged 17-25 years as many as 9 people (45%), those aged 26-30 years as many as 7 people (35%), and those aged 30> years as many as 4 people (20%). The findings show that the most informant age level is the informant age level aged 17-25 years as many as 9 people (45%).

Based on the level of employment, it can be seen that the number of informants most often encountered by researchers other jobs dominate in this study as much as 65%, then Students / College Students as much as 20% and Teachers / Honorary as much as 15%. This illustrates that informants who come to buy at the CV Galaxy store have various types of jobs.

SWOT Analysis

The SWOT Matrix is a strategy matching tool that is carried out based on the development of four types of strategies. The following are the steps in compiling a SWOT Matrix:

1. Determine the key internal strengths and weaknesses.
2. Determine the key external opportunities and threats.

3. Determine the strengths, weaknesses, opportunities and strategic threats.
4. Adjust internal strengths with external opportunities to get SO Strategy.
5. Adjust internal strengths with external threats to get ST Strategy.
6. Adjust internal weaknesses with external opportunities to obtain WO Strategy.
7. Adjust internal weaknesses with external opportunities to obtain WT Strategy.

RESULTS AND DISCUSSION

Marketing Strategy of Cv Galaxy Store

The success of marketing activities for a company's product is highly dependent on the implementation of marketing strategies implemented by a company. Cv Galaxy's marketing strategy uses SWOT analysis. And the success of a company is supported by choosing quality products, affordable prices, good distribution channels and promotions. So that it is in accordance with the 4P marketing mix method which includes products (product), price (price), distribution (place) and promotion (promotion).

a. Product Strategy

Improving product quality is an important challenge for companies competing in the global market. In this step and policy, Cv Galaxy must improve quality products and various types of products so that they can meet consumer desires and needs.

b. Price Strategy

Pricing can reflect the qualitative values of the product to customers. In this step and policy, the owner of the Cv Galaxy store must continue to pay attention to the target market segment. Product prices are set competitively by considering market prices and operational costs. There are various price options for each product, ranging from economy to premium, so customers can choose according to their budget.

c. Location Strategy

The CV Galaxy store is strategically located in the city center, easily accessible by various transportation. The modern store design makes customers comfortable shopping and the systematic product layout and attractive display arrangement make it easy for customers to find the items they need. In addition to physical stores, CV Galaxy also plans to develop online sales through e-commerce platforms to reach a wider market.

d. Promotion Strategy

In general, promotional strategies are an important step in increasing sales. CV Galaxy uses various promotional strategies to reach the target market. Promotion is carried out through Facebook social media with interesting content such as the latest product information, as well as promotions and discounts. In addition, CV Galaxy also actively participates in exhibitions and events to increase brand awareness.

SWOT Analysis (Strength, Weakness, Opportunities, Thread)

In conducting a business selling office stationery at the CV Galaxy store, a marketing strategy needs to be developed to achieve the company's goals. SWOT Analysis (Strength, Weakness, Opportunities, Thread) will help identify the strengths, weaknesses, opportunities and threats faced by the CV Galaxy store in the office stationery market. An effective marketing strategy must consider internal factors (strengths and weaknesses) and external factors (opportunities and threats) to achieve sales success and achieve company goals.

The results of the calculation of internal marketing factors at the CV Galaxy store consist of 5 strength factors and 5 weakness factors. The results of the IFAS matrix calculation show an Internal Factor Analysis Summary (IFAS) score of 3.35. In this table, it can be seen that the marketing strategy at the CV Galaxy store has greater strengths than weaknesses, namely a strength score of 1.98 and a weakness of 1.36 with a difference between strengths and weaknesses of 0.62. The most dominant element of strength is affordable prices with a score of 0.50. While the most dominant weakness is the narrow parking lot with a score of 0.30.

The result of multiplying the weight by the rating is the score for the strength and weakness factors. The total score of strengths and weaknesses is 3.35.

External marketing factors at the CV Galaxy store consist of 5 opportunity factors and 5 threat factors. Based on the results of the EFAS matrix calculation, the External Factor Analysis Summary (EFAS) score is 3.64. In this table, it can be seen that the marketing strategy at the CV Galaxy store has greater opportunities than threats, namely a total opportunity score of 1.87 while the total threat score is 1.76 with a difference between opportunities and threats of 0.11. The dominant opportunity is to utilize sales through social media and the increasing population with a score of 0.44. While the dominant threat is Competition with a score of 0.44. The result of the multiplication of weight and rating is the score for the opportunity and threat factors, so that the total score for the opportunity and threat is 3.64.

Based on the IFAS and EFAS tables at the Cv Galaxy store, a policy strategy can be determined in marketing office stationery sales by calculating the difference between the strength and weakness elements and calculating the difference between opportunities and threats as follows:

- Strengths - Weaknesses = 1.98 - 1.36 = 0.62 (X Axis)
- Opportunities - Threats = 1.87 - 1.76 = 0.11 (Y Axis)

The results of the calculation are then depicted in a SWOT analysis graph using the grand strategy matrix, namely by using the difference value for internal factors, namely strengths and weaknesses of 0.79 (positive X Axis) and the difference value for external factors between opportunities and threats 0.6 (positive Y Axis). For more details, the diagram and SWOT analysis can be seen as follows:

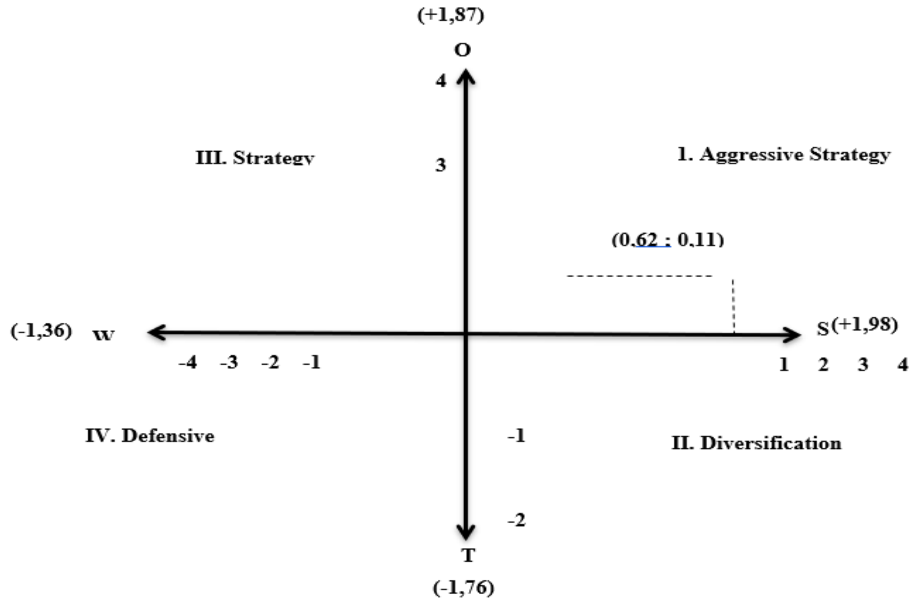

Figure 1. SWOT Square Diagram of CV Galaxy

Explanation of each square as follows:

1) SQUARE I: This is a profitable strategy. Marketing at CV Galaxy stores has the opportunity to be developed in the future by utilizing existing strengths. The strategy that must be applied in this condition is to support affordable prices, aggressive product quality (Growth oriented strategy).
2) SQUARE II: In this condition, marketing at CV Galaxy stores faces various threats, but still has the opportunity to overcome these threats. The strategy that must be applied in this condition is to use internal strength to overcome external threats.
3) SQUARE III: In this condition, marketing at CV Galaxy stores faces existing market opportunities. However, there are several internal obstacles/weaknesses, although opportunities still exist. The focus of the strategy in this situation is to minimize internal problems so that existing market opportunities can be seized, with a stability strategy.
4) SQUARE IV: In this condition, marketing at CV Galaxy stores is faced with weaknesses and external threats that must be faced. Thus, marketing at the CV Galaxy store must be able to manage weaknesses and anticipate possible threats.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results and discussion above, it can be concluded that the marketing strategy at the CV Galaxy store, the opportunity to innovate is quite open because based on the results of the SWOT analysis is in square 1 which means that the CV Galaxy store has the strength to seize existing opportunities. For marketing strategies that can be done, namely:

1. Utilizing prices and increasing product productivity
2. Making sales through social media to reach customers
3. Utilizing strategic locations
4. Utilizing promotions for loyal customers

FURTHER STUDY

This research still has limitations so further research is needed on the topic of Marketing Strategy in Increasing Sales (Case Study at CV Galaxy Store) in order to perfect this research and increase insight for readers and writers.

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