

Analysis of A Marketing Management MSME Food Products

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Abstract.

This study explores Sabana Fried Chicken, an Indonesian MSME specialising in halal fried chicken. Examining its inception in 2008, vision, mission, and SWOT analysis, the research highlights key factors contributing to its success: unique taste, high-quality ingredients, and effective customer service. Despite strengths, challenges include location limitations and supply dependence. Opportunities for expansion, menu diversification, and delivery services are identified, while threats stem from strong competitors, changing consumer preferences, regulations, and economic conditions. The marketing mix analysis reveals an affordable pricing strategy, strategic outlet locations, limited yet effective promotional activities, and a product focus on halal, delicious, and nutritious offerings. This case study offers insights for MSMEs navigating the dynamic landscape of the fast-food industry.

Keywords: Marketing Management, MSME Food Product, SWOT Analysis, Marketing Mix

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1. Introduction

Business activity is an activity that requires an understanding seriously, starting from planning what will be done later in the stage implementation and monitoring or evaluation phase of the business being run. In running a business, the important task of marketers is to be able to provide what is needed by society both consumers and customers. In preparing for community needs, marketers can first conduct research on the market. So that the products created can be in demand and provide benefits or satisfaction to society.

(Pradini & Padila, 2022). The products created must be superior and have quality because in business competition is always there. If the products created do not have advantages, then

get ready the products created will experience a decline in sales. If a business has decreased sales, then the business should strive to take steps how to repair to save the business being run. The steps that can be done by businesses is to do strategy so that the purpose of doing business for profit and prosperity can be achieved. A business person can do his strategy by learning from past experiences of other business people, or by creating a strategy alone.(Permata et al., 2023)

The strategy for the development of MSME services takes into account not only the mission and long-term goals but also how to provide value to its customers compared to other companies in the market. Development strategy services have been identified beyond the industry classification and can prove the process helps deal with diversity in services. Development services MSMEs need to take a knowledge management perspective because it is considered the most important resource a company can control.(Yupita & Wijaya, 2017)

knowledge is the main determinant of superior performance because it is difficult to replicate, leading to sustainable competitive advantage. Several series of development services have been identified as key elements of an effective system, namely the management of human resources through team structure, discipline control processes to guide the development activities, and deployment of technological tools and possible information. Development of the best services not only on goods but also the service has focused on the components of the product development system. However, there is still uncertainty regarding the relative importance of each element and how to manage it.

According to (Gibb, 2006), the important role played by SMEs includes providing base development services attracting large companies, and providing employment opportunities and self-help as a basis for overcoming problems in production. One of the joint pens for the development of MSME services is the strength of financial authorization, local companies, major institutions (banks, credit resources) and associations. Power at the local level has created the capacity for harmony between the development of services involving personal and corporate relationships.

2. Research Methods

The primary objective of this research is to delve into the development of MSME services in the chicken products market, specifically addressing concerns related to the clarity of slaughter processes and product quality. H. Syamsalis, recognizing this opportunity, initiated the establishment of Savanna Fried Chicken, the first booth situated in the Duta Indah complex in Bekasi City.

To comprehensively investigate the market dynamics and identify success factors for Savanna Fried Chicken, the research employs a strategic combination of Marketing Mix and SWOT analysis methodologies (Idris et al., 2023). The Marketing Mix analysis delves into product quality, pricing strategies, strategic placement, and promotional activities. This examination aims to optimize Savanna Fried Chicken's approach to product offerings, pricing, placement, and promotion.

By employing these comprehensive research methods, the study seeks to offer Savanna Fried Chicken a thorough understanding of the chicken products market dynamics. The insights derived from Marketing Mix and SWOT analyses will empower Savanna Fried Chicken to make informed, strategic decisions aimed at achieving sustainable growth. This holistic approach positions Savanna Fried Chicken to navigate challenges, leverage

opportunities, and establish itself as a successful player in the competitive chicken products market.

3. Results and Discussion

Starting from concerns about chicken products on the market, namely chicken products are not yet clear slaughter and quality. Then on 8 August 2008, H. Syamsalis opened the first booth or wagon Savanna Fried Chicken located in the Duta Indah complex in Bekasi city. Sabana Fried Chicken presents to meet the needs of the people of Indonesia with Fried Chicken products which are halal, delicious, and nutritious.

Vision

"BECOMING A NATIONAL ENTERPRISE BASED ON ENTREPRENEURSHIP STRENGTHENING THE NATION'S ECONOMY."

Mission

1. Increasing The Number Of Partners Throughout Indonesia
2. Keeping The Company's Cash Flow Healthy
3. Provide Excellent Service To Corporate Partners and consumers
4. Improve HR competence, integrity, and employee Loyalty
5. Ensure The Availability Of Raw Materials For Corporate Partners
6. Develop And Innovate Business On An Ongoing Basis To Strengthening The Indonesian Economy

SWOT analysis

a. Strengths:

1. Unique taste: Savanna Fried Chicken products have a distinctive taste and are different from competitors, which can be a special attraction.
2. Quality of raw materials: the use of high-quality raw materials can Depend on supply: depending on limited suppliers or supply instability can be a weakness
3. Fierce competition: The fast food industry in Indonesia is very competitive, and needs to overcome strong competitors.

b. Weaknesses:

1. Location limitations: if Sabana Fried Chicken has only a few limited branches or locations, this can limit market reach.
2. Dependence on supply: depending on limited suppliers or supply instability can be a weakness
3. Fierce competition: The fast food industry in Indonesia is very competitive, and needs to overcome strong competitors.

c. Opportunities:

1. Branch expansion: opening new branches in strategic locations can expand the market and increase sales.
1. Menu variations: Add menu variations or follow food trends the popular ones can attract more customers.
2. Delivery service: in the era of food delivery, providing delivery services can improve product accessibility.

d. Threats:

1. Strong competitors: competition with large fastfood brands such as KFC and McDonald's could be a threat

2. Changes in consumer tastes: changes in consumer tastes or trends in a healthier diet could negatively impact fast food sales.
3. Regulatory changes: changes in government regulations related to food, health, or the environment can affect business operations.
4. Economic conditions: economic fluctuations and price changes can affect consumer purchasing power.

Marketing Mix

a. Price

Sabana fried chicken product prices are quite affordable for consumers, the price of chicken breast is Rp.11,000, upper thigh chicken Rp11, 000, lower thigh chicken Rp.10,000, while the price of chicken wings Rp10, 000. With relative price cheap this product is in great demand by consumers, most of which are students and students with conditions like this will be the price will affect against the request.

b. Place (Location)

For the location of outlets or outlets, Sabana Fried Chicken (SFC) itself is placed in a strategic location such as near campus, in front of the minimarket, and on the edge of the highway is crowded mobility and population density.

c. Promotion

Sabana does not conduct promotional activities intensively or insanely through social media, but Savanna has a development strategy undertaken through various patterns and approaches, one of which is the quality of taste created and the satisfaction of its partners. These two things make progress Savanna's business is terrible.

d. Product

Sabana Fried Chicken is a halal fried chicken product, delicious, and nutritious. And of course safe for consumption by the people of Savannah is also a down-to-earth brand, because the taste is also no less delicious than other products, and its cleanliness is also guaranteed. That's why Sabana Fried outlets Chicken is always crowded, so accepted by the majority of people and opportunities the business is also very affordable. For the processing of raw materials, Savanna works the same with partner companies, then Sabana also works with chicken slaughterhouses and special farmers for products Savanna and the final processing is carried out by the partner (in the case of frying never). Sabana prioritizes the halal process of cutting chicken meat, hygienic and quality.

4. Conclusion

Sabana Fried Chicken is a company that presents halal fried chicken, delicious, and nutritious. The company has strengths in unique flavours, raw materials quality, and good customer service. However, there are disadvantages in the location limited and dependence on supply. Opportunities include location expansion, diversification of the menu, and more powerful promotions. Threats come from big competitors, changes in consumer tastes, regulations, and economic fluctuations.

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