

## Analysis of Procake Cake Shop Business Development Strategy

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### ABSTRACT

The changing time situation can increase business opportunities or threats for the company. One effort to find out the right strategy for the company is a SWOT analysis. There is an analysis of the internal environment, namely strengths and weaknesses, an analysis of the external environment, namely opportunities and threats. Thus, it is expected to be prepared in accordance with the predetermined business plan formulation. This research focuses on the question of how the company's position in the internal and external environment and what marketing strategies are applied to the Procake Shop based on SWOT analysis. The form of this research is a descriptive method with a quantitative approach. Data analysis techniques used in this study are using IFAS Matrix, EFAS Matrix, IE Matrix, SWOT Matrix and QSPM Matrix. IFAS and EFAS matrix analysis results are known that the internal factors with the highest score are product quality and prices, while for external factors is the bakery business trend. Based on the results of the IE matrix, Procake Cake Shop located in cell II is Growth. The position shows that the strategy used by the company is to expand the company by building in other locations, and improving the types of products and services. Based on the results of the Procake Cake SWOT quadrant position is in quadrant I, which supports an aggressive strategy that shows that the company has opportunities and strengths that can take advantage of existing opportunities. Therefore the authors recommend five alternative strategies for developing a Procake Cake Shop business based on an analysis of the SWOT matrix. Through QSPM data processing, it can be seen that alternative strategies are the main priority to be implemented at Procake Cake Shop is to expand the product sales network through consignment or joint ventures in winning the potential of the bakery business with a value of 6.11 Stas.

Keywords: Development; Bakery; SWOT

First Received: April 2019

Revised: Mei 2019

Accepted: Juni 2019

Final Proof Received: December 2019

Published: December 2019

## **1. Introduction**

Indonesia is one of the countries with enormous cultural diversity. Each region in Indonesia has its own characteristics and uniqueness. In addition, Indonesia also has a very beautiful and enchanting natural charm, often even becoming a recommendation for tourist destinations for foreign and local tourists. Both of them are Indonesia's potential to progress and develop, especially in the tourism sector. Based on these facts, the Indonesian government is aggressively developing this tourism sector so that it becomes one of the sectors that will benefit and prosper the country and the people of Indonesia.

The culinary business has become one of the business potentials that can bring benefits to all parties in the tourism sector in West Bandung Regency, including culinary business, tourists, and the government. For culinary business, this potential can be a chance to find a lot of profit. For tourists, culinary business can be one of the factors that will ruin and satisfy the tour they are doing, or as something they will bring home for the family or relatives from which they come. For the government, culinary business can be used as an attraction to bring more tourists to West Bandung Regency. In addition, the culinary business can be used as one of the factors of economic growth. The culinary business has become one of the very promising businesses for a new culinary business in West Bandung Regency. Therefore culinary business people in West Bandung Regency both old and new will compete closely to attract customers to buy the products they sell.

One of the culinary business is pastry / bakery or known as bakery. This bakery business has great potential for tourists who come to West Bandung regency because this product can be used as a substitute food or can also be a souvenir that can be brought home by tourists for family or relatives when returning to their original place. Lots of bakery brands in West Bandung Regency

which are already widely known by tourists are Kartika Sari, Mayasari, Bolu Susu Lembang, Makuta, Princess Cake and many more.

The author is interested in choosing Procake as the object of research because Procake is a bakery that intensively tries to develop its business by selling its products at affordable prices but quality remains a top priority. This Procake Cake Shop makes a strategy by marketing its products in cake shops that have many branches so that the products of this Procake are better known to many people around the District of West Bandung, Cimahi and the City of Bandung.

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Based on the data above, culinary business is one of the most promising businesses for new culinary entrepreneurs in West Bandung Regency. Therefore culinary business people in West Bandung Regency both old and new will compete closely to attract customers to buy the products they sell.

One of the culinary business is pastry / bakery or known as bakery. This bakery business has great potential for tourists who come to West Bandung Regency because this product can be used as an alternative food or can also be a souvenir that can be brought home by tourists for family or relatives when returning to their original place. Lots of bread brands in West Bandung Regency are already well known by tourists,



























