



## Marketing Analytics Strategy of Oxygen Coffee And A Case Study

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### Abstract:

Oxygen Coffee is one of the businesses in the beverage sector located in the city of Bekasi. Based on information from the owner of Oxygen Coffee, the average turnover obtained in 2023 tends to decrease. In addition, the number of consumers who buy Oxygen Coffee products has not increased comparatively. The problems faced by Oxygen Coffee can occur due to several things, including the increasing number of competitors. Therefore, Oxygen Coffee needs to evaluate itself, especially in the marketing aspect in order to win the competition and its turnover always increases. This research uses SWOT analysis. The results of this research are Oxygen Coffee's position based on SAP analysis is in a strong position and based on ETOP analysis is in a speculative business position. Based on the SAP and ETOP analysis, the company strategy that can be pursued based on the SWOT matrix is an investment strategy, namely making investments for the short term and then reaping the results of these investments in the future.

**Keywords:** Strategy, Marketing, SWOT

### INTRODUCTION

Indonesia is one of the largest coffee producers in the world. Currently, Indonesia occupies the fourth position after Brazil, Vietnam, and Colombia in coffee production. Coffee is currently one type of drink that has rapid development and is one type of drink that is popular in the world. Coffee connoisseurs in Indonesia are increasing every day, within four years from 2016 to 2021, coffee consumption is increasing along with coffee needs and the number of people in Indonesia, this can be seen in figure 1 below:

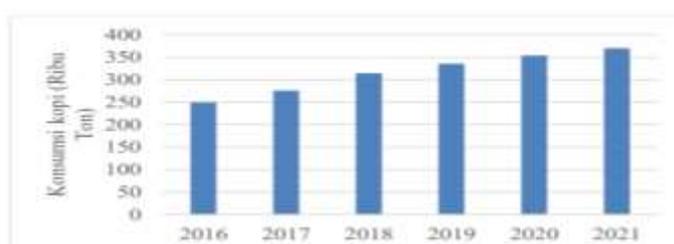


Figure 1 Graph of Indonesia coffee consumption in 2016-2021  
(Data Center and Information System of the Ministry of Agriculture, 2021)

Drinking coffee has become a routine for some people in Indonesia. Some people think that drinking coffee can be an encouragement before doing activities. This is in line with the growth in the number of coffee connoisseurs in Indonesia which reaches more than 8% per year (Idris 2017). In the past few years, drinking coffee has become a lifestyle for Indonesian people. People gather in coffee shops to talk or discuss while enjoying coffee. There are also visitors who deliberately visit coffee shops to unwind while enjoying coffee or facilities provided by coffee shops. A coffee shop is a café that serves various types of coffee mixed by a barista or someone in charge of making coffee in a coffee shop.

Oxygen Coffee is one of the businesses in the beverage sector located in the city of Bekasi. Based on information from the owner of Oxygen Coffee, the average turnover obtained in 2023 tends to decrease. In addition, the number of consumers who buy Oxygen Coffee products has not increased comparatively. The problems faced by Oxygen Coffee can occur due to several things, including the increasing number of competitors. Therefore, Oxygen Coffee needs to evaluate itself, especially in the marketing aspect in order to win the competition and its turnover always increases.

There are several ways to determine a marketing strategy, one of which is to use a SWOT (Strength, Weakness, Opportunity, Threat) analysis technique. According to Fajar (2016; 7), several experts say that SWOT analysis is a classic strategic planning instrument that provides a simple way to estimate the best way to determine a strategy. By using the SAP (Strategic Advantages Profile) method to see the evaluation data from the company's internal factors and ETOP (Environmental Threat & Opportunity Profile) to see the evaluation data from the company's external factors, and the SWOT analysis technique, it is necessary to do research on determining marketing strategy using Strength Weakness analysis.

## LITERATURE REVIEW

### Marketing

The American Marketing Association (AMA) defines marketing as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Kotler dan Keller (2009:13) defined marketing is a social process by which individuals and groups obtain what they need and want through creating, offering and want freely exchanging product and services of value with others. While Stanton (2004:7) states marketing is a total system of business activities designed to plan, price, promote and distribute want satisfying product to target markets to achieve organizational objectives". Keagen (2002:425) defined marketing is the process of focusing the resources and objectives of an organization an environmental opportunities needs. Marketing has been defined in a somewhat basic way as whatever comes between production and consumption, the distribution of products and services to those who buy them (Foxall, 2003:120). In marketing, the competitive space is generally characterized in terms of market segmentation (Wensley, 2003:66). More recently, marketing has recognized much more explicitly this further range of issues, including the key role of competition and the importance of a longer term so-called relationship perspective, particularly in the context of customers (Wensley, 2003:56); Marketing activity has become crucial for enterprises because successful marketing enables companies to gain and retain customers, so they allocate significant resources to this area (Kayabasi and Mtetwa, 2016: 533).

## Marketing Strategy

Marketing strategies, the means by which the objectives will be achieved, are generally concerned with the 'four Ps' (Malcom, 2003: 94). Marketing strategy sometimes claims to provide an answer to one of the most difficult questions in our understanding of competitive markets. Marketing strategy, as with the field of strategy itself, has had to address the continual dialectic between analysis and action, or in more common managerial terms between strategy formulation and strategic implementation (Wensley, 2003:53); Marketers use numerous tools to elicit the desired responses from their target markets. These tools constitute a marketing mix. Marketing mix is the set of marketing tools that the firm uses to pursue its marketing objectives in the target market (Kotler, 2000:9). Marketing-mix decisions must be made to influence the trade channels as well as the final consumers. However, it can develop new products and modify its distribution channels only in the long run (Kotler, 2000:9).

According to Assauri (2017: 168) marketing strategy is a comprehensive, integrated, and unified plan that provides guidance on the activities that will be carried out in order to achieve the marketing objectives of a company. In other words a marketing strategy is a set of goals and objectives, policies and rules that give direction to the company's marketing efforts from time to time, at each level and reference and allocation, especially in response to the company in the face of the environment and conditions of competition that is always change. Kotler and Keller (2009: 204). explained that the marketing strategy is a decision making about marketing costs, marketing mix, marketing allocation with the expected environmental conditions and the conditions of competition faced. Cravens (2000) states that marketing strategies must have important implications, namely interactions between consumers and companies, being able to identify company goals as well as customer satisfaction and needs. According to McCarthy the aim of the company's marketing strategy is that the strategy implemented is more effective and achieves sustainable profitability, so it must be oriented to Product, Price, Promotion and Place (Kotler and Armstrong, 2008: 58). According to Swastha and Irawan (2005) marketing strategies consist of three types of decisions, namely target consumers, consumer desires, and marketing mix. These three elements determine the direction of the company's marketing strategy. The strategy is a long-term plan that is used as a guide for company activities. In addition, the strategy consists of various elements focused on the marketing elements. A successful marketing strategy is generally determined by one or several marketing mix variables. Tjiptono (2006: 30) states that the marketing mix is a tool used by marketers to shape the characteristics of the products and services offered and these tools are used as strategy development, both short and long term. So companies can develop product strategies, prices, distribution or promotion.

## Strategic Advantage Profile (SAP) Analytics

Strategic Advantage Profile (SAP) is a tool that businesses can use to assess their strengths and weaknesses relative to their competitors. It is a simple but effective way to identify the areas where a business has a competitive advantage and the areas where it needs to improve. The company position in the Strategic Advantage Profile (SAP) matrix can be categorized into six sections:

- a. Dominant: The company has a clear and significant advantage over its competitors in this area.
- b. Strong: The company has an advantage over its competitors in this area, but the advantage is not as clear or significant as a dominant advantage.

- c. Favorable: The company is performing at a level that is slightly better than its competitors in this area, or where the company is performing at a similar level to its competitors.
- d. Tenable: The company is performing at a level that is acceptable, but not outstanding, in this area.
- e. Weak: The company is performing at a level that is below its competitors in this area.
- f. Avoid: The company is performing at a level that is so poor that it is putting the company at risk in this area.

### Environmental Threat Opportunity Profile (ETOP) Analytics

An Environmental Threat Opportunity Profile (ETOP) analysis is a tool that businesses can use to identify and assess the threats and opportunities that exist in their external environment. It is a simple but effective way to help businesses make better strategic decisions. To conduct an ETOP analysis, businesses typically start by identifying the key factors in their external environment that could have a significant impact on their business. These factors can be divided into two categories: threats and opportunities.

Based on ETOP analysis, four company positions can be known (Ferdinand, 1995), namely:

1. Speculative business  
A business that has a chance for great success but the risks that must be faced are also great.
2. Ideal business  
A business that has a great chance of success but relatively low risk. This business position is very profitable for the company.
3. Mature business  
Businesses that have the same chance of success and risk are equally low so that if it fails it will not be fatal for the company.
4. Trouble business  
Businesses that have a low chance of success but a high risk of failure. This position is very unfavorable for the company.

### SWOT Analytics

According to Kotler and Armstrong (2008), SWOT analysis is an overall evaluation of the strengths, weaknesses, opportunities and threats that the company has. The purpose of this analysis is to combine the four elements, by putting together the strength of the company with the opportunities that exist, so that from these strengths and opportunities can reduce weaknesses and overcome the upcoming threats.

Every company must have its own strengths and weaknesses in the functional area of the business. Likewise with the opportunities and threats that will be faced by companies to survive in business competition. Strengths and weaknesses from the internal side when combined with opportunities and threats from the external side form the basis for setting goals and strategies. Setting goals and strategies is obtained by utilizing strengths and opportunities, as well as overcoming weaknesses and threats (David, 2008).

According to David (2008), the SWOT explanation is as follows

- a. Strength  
Strength is the resources, skills or other advantages possessed by the company that relate to competitors and market needs that can be served. The strength

possessed by the company but not owned by competitors can provide positive benefits and competitive advantages for the company's position in the market

- b. Weakness  
Limitations or shortcomings in the resources, skills and capabilities of a company that can directly or indirectly hamper company performance. These limitations can be in the form of facilities, financial resources, human resources, management capabilities and marketing skills. This weakness can make companies lose competitiveness with other companies, because they do not have what other companies have.
- c. Opportunity  
Opportunities are important situations that benefit the company. Opportunities provide benefits both in quality and quantity for the progress and smooth performance of the company such as changing technology, new market share, increasing relationships between companies and buyers or suppliers.
- d. Threat  
Threats are important situations that are not profitable or detrimental to the company. Contrary to opportunities, threats actually have a negative impact, which hinders the smooth performance of the company, such as new regulations from the government.

## METHODS

This research use descriptive qualitative approach. Descriptive qualitative according to Sugiyono (2003: 40) is a study that aims to obtain descriptive characteristics of research variables, namely the internal environment in the company which consists of human resources, finance, factors of production, and research and development. While the characteristics of external factors such as economic conditions, politics, technology, government policies, competitors, consumer suppliers and culture.

This research uses SWOT analysis. SWOT analysis can be used to identify and assess the factors that will impact the success of a new strategy or initiative. This information can then be used to develop a plan to mitigate threats, capitalize on opportunities, and leverage strengths.

## RESULT AND DISCUSSION

### Identify Internal Marketing Variables Using SAP (Strategic Advantages Profile) Analytics

Identification of internal marketing variables including industry strength and weakness factors is based on the results of analysis using SAP (Strategic Advantages Profile). This SAP analysis is used to get an overview of Oxygen Coffee's strategic position from a competitive point of view with internal factors which include strengths and weaknesses. The results of weighting and assessment of internal marketing variables can be explained in the following table:

**Table 1. SAP Matrix**

No	Element	Score	Rating	Score x Rating
1	Quality	0,18	5	0,9
2	Promotion	0,11	5	0,55
3	Price	0,16	4	0,64

4	Employee	0,13	4	0,52
5	Market share	0,16	3	0,48
6	Place	0,16	4	0,64
7	Technology	0,11	2	0,22
		1		<b>3,95</b>

**Information :**

Score :	Competitive position :
1,00 – 1,66	Avoid
1,67 – 2,33	Weak
2,34 – 3,00	Tenable
3,01 – 3,67	Favorable
3,68 – 4,34	Strong
4,35 – 5,00	Dominant

Based on Table 1, SAP score of Oxygen Coffee is 3.95, which means that Oxygen Coffee in a strong competitive position. This position means that Oxygen Coffee has a clear and significant competitive compared to its competitors. This competitive advantage can be internal factors, such as good product quality, competitive prices and strategic place.

Companies that are in a strong position have several advantages, including: it is easier to attract and retain customers, it is more difficult for competitors to compete, and they are better able to survive in difficult economic conditions. However, companies that are in a strong position also need to be careful. If a company does not continue to innovate and adapt to change, its competitive advantage may be lost.

**Identify Industry Opportunity and Threat Factors Using ETOP (Environmental Threat & Opportunity Profile) Analytics**

The identification of the factors of opportunities and threats of the enterprise is based on the results of the analysis of the external environment conducted on the company. Based on this analysis, several factors of the company's external strategy are obtained which are the company's opportunities and threats.

**1. Opportunity Analysis**

The results of weighting calculations and assessments of the external environment that constitute opportunities can be summarized as in Table 2.

Table 2. Calculation of the Number of Score Values of Opportunity Elements

No	Opportunity Element	Score	Rating	Score x Rating
1	Ease of obtaining raw materials	0,23	5	1,15
2	Demand for coffee increases	0,26	3	0,78

3	New partners	0,16	4	0,64
4	Increased marketing of processed coffee	0,19	4	0,76
5	An increasingly dynamic marketing model	0,16	3	0,48
		1		<b>3,81</b>

From the calculation results, the score value (score x rating) is obtained at 3.81 which means that Oxygen Coffee has a fairly high business opportunity. The chances of success will be wide open if Oxygen Coffee is able to make good use of it.

## 2. Threat Analysis

The results of weighting calculations and external environmental assessment of threat aspects can be summarized in Table 3 below:

Table 3. Calculation of the Score Number of Threat Element Values

No	Threat Elements	Score	Rating	Score x Rating
1	Burdensome government regulations	0,21	3	0,62
2	Economic stability	0,21	4	0,83
3	There are many fake products on the market	0,28	3	0,83
4	Many competitors	0,31	5	1,55
		1		<b>3,83</b>

As a result of identifying several threats, it can be concluded that Oxygen Coffee has the biggest threat due to the large number of competitors, both coffee shops and other drink shops. From the calculation results, the score value (score x rating) is obtained at 3.83 which means that Oxygen Coffee has a fairly high business threat. Oxygen Coffee must innovate to develop new products or services that meet customer needs and develop a strong brand that customers can trust and rely on.

## ETOP (Environmental Threat and Opportunity Profile) Matrix

From the assessment of threat and opportunity elements that have been analyzed in the ETOP analysis above. Industry can determine its position in competition by using the ETOP matrix which can be seen as depicted in Figure 2 below.



Figure 2. ETOP Matrix of Oxygen Coffee

The ETOP matrix explains that the position of the Oxygen Coffee company is in a speculative business position. This position means a business that has a high chance of success but the risks that must be faced are also high in proportion to the success achieved. If the business is successful, the company will gain huge profits, but if it fails, it will suffer huge losses. The Oxygen Coffee company will be successful in developing its business if the company is able to make the best use of opportunities, while if it is unable to overcome the threats that will arise then the Oxygen Coffee business will fail. This position also explains the importance of appropriate and planned strategic policies to determine the success of the business.

## SWOT Analysis

The results of the SAP and ETOP analysis explain that Oxygen Coffee's position in the SWOT analysis matrix is in position I or Investment. Investment position is seen if the company has a strategic advantage which is expressed in a positive advantage. While the business environment it is entering has great opportunities and potential, a good strategy choice that Oxygen Coffee can implement is investing and then harvesting, that is, investing for the short term and then reaping the results of that investment in the future.

Tabel 4. SWOT Matrix Position of Oxygen Coffee

SAP \ ETOP	Ideal Business	Mature Business	Speculative Business	Trouble Business
Dominant	I	I	I	I
Strong	I	I	I	I
Favourable	I	I	I	D
Tenable	I	I	D	D
Weak	I	D	D	D
Avoid	D	D	D	D

### Information :

I = Invest D = Divest

Posisi Invest memungkinkan bagi Oxygen Coffee, hal ini disebabkan oleh:

1. Increasing and automatic demand for coffee will also increase the supply of coffee.
2. The increasing number of coffee entrepreneurs will open up opportunities for collaboration with Oxygen Coffee.

The ease of obtaining and availability of quality raw materials is an opportunity for Oxygen Coffee to survive for a long time.

## CONCLUSIONS

Oxygen Coffee's position based on SAP analysis is in a strong position. This position means that Oxygen Coffee has a clear and significant competitive compared to its competitors. This competitive advantage can be internal factors, such as good product quality, competitive prices and strategic place.

Oxygen Coffee's position based on ETOP analysis is in a speculative business position. This business position has a high chance of success but the risks that must be faced are also high in proportion to the success achieved.

Based on the SAP and ETOP analysis, the company strategy that can be pursued based on the SWOT matrix is an investment strategy, namely making investments for the short term and then reaping the results of these investments in the future.

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