



Analysis Of Marketing Strategies In Order To Increase Healthy Chicken Sales At Prestasifood Tangsel Resellers

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ABSTRACT; Prestasifood is an MSME which operates in the field of marketing livestock and fishery products, both frozen products (Frozenfood) and fresh products (Freshfood). The superior product from Selamatfood is probiotic chicken, namely Healthy Chicken. In marketing, jasafood uses a reseller system. A SWOT analysis to win market competition was carried out. Each reseller carries out a SWOT analysis of this business. As a result, resellers have their own SWOT analysis. Besides, more and more people are becoming aware of health, so many people are switching from regular chicken meat to probiotic chicken meat. Resellers also have their own advantages so that sales of Healthy Chicken are increasing every year.

Keywords: Healthy Chicken, marketing, SWOT analysis

INTRODUCTION

Pestasifood is an MSME which operates in the field of marketing livestock and fishery products, both frozen (Frozenfood) and fresh (Fresh food). Serpong 2 Babakan Village, Setu District, South Tangerang. One of the superior products from Selamatfood is Probiotic Healthy Chicken, with the slogan Expert in Quality Healthy Chicken. Probiotic Healthy Chicken is halal chicken, free from antibiotic residues, formalin free, hormone free, bird flu free, and is supervised by a veterinarian in every process and has a Halal Certificate from the Ministry of Religion and has NKV level 1 (Veterinary Control Number).

Developing a business is one of the dreams of all business people. To develop our business, of course we also need to expand our market reach and products so they can be sold more quickly. This is where the Reseller's role is, to sell and promote your product again in a wider market. Generally, resellers will buy products in large quantities at the beginning at a cheaper price than the retail price to customers, then store them as stock and resell them to their customers with a certain margin to make a profit. Resellers will be very profitable and help you to develop your business. The following are some of the benefits that can be obtained from having a Reseller:

a. Increase Sales

Resellers are an additional channel that will help increase your business sales from 10% to 30%, or even more than that if the products you sell are really in demand by customers.

b. Save operational costs

As business actors, of course we know that the costs of opening a new branch are very large. With the presence of resellers, business actors can open branches without having to incur large costs. By having a reseller, you can save operational costs such as employee salaries, sales transportation costs, building rental costs and so on.

c. Expanding Target Market

Resellers will also help expand the business, because each reseller definitely has its own target market. Resellers can reach customers who have never been reached by business people. In other words, resellers can act as marketers and distributors without having to pay their salaries.

To market its superior product, namely Healthy Chicken, Prestasifood Tangsel also uses resellers to increase its sales.

The following is data on reseller sales results (in packaging units) for Healthy Chicken products from January 2022 – October 2023.

Table 1.
Recapitulation of reseller sales for Healthy Chicken products for the period January 2022 – December 2022

Month	Sempiri (pax)	Mentik organik (pax)	Ryan Boentoro (pax)	Mardiana (pax)	Syari Vigules (pax)
Januari	148	100	250	45	542
Februari	133	80	150	0	488
Maret	180	255	150	10	454
April	170	150	150	12	366
Mei	194	0	150	15	312
Juni	265	0	218	0	454
Juli	290	150	137	0	289
Agustus	310	113	182	0	484
September	283	100	160	0	374
Oktober	197	100	154	0	368
November	412	110	136	0	560
Desember	425	53	74	0	373
Total (Monthly)	3.007	1.101	1.911	82	5.064
Average (Monthly)	250,5	91,75	159,25	16,4	422

Based on table 1, we can see that the sales targets for resellers have not met their monthly targets. We can see this in the sales of the Mentik organik reseller who has just tried to market Healthy Chicken in the online shop with total sales per year of 1,101 pax and to the Mardiana reseller only a small amount per year of 82 pax because Healthy Chicken sales are only a sideline and the main sales are shrimp. While the highest sales were obtained by Mrs. Syari Vigules with an average annual sales of 5,064 pax, Mrs. Syari's sales target was the women of the Gunung Lestari Villa complex, social gatherings, and mothers who were guardians of children's school students.

Table 2
Recapitulation of reseller sales for Healthy Chicken products for the period January 2023 – October 2023

Month	Sempiri (Pax)	Mentik Organik (Pax)	Ryann Boentoro (Pax)	Syari Vigules (Pax)	Yulia Trihayatun (Pax)	Mardiana
Januari	186	155	100	319	0	0
Februari	263	103	154	373	0	0
Maret	385	254	184	511	0	0
April	379	0	170	200	0	0
Mei	352	152	173	351	0	0
Juni	212	196	180	322	0	0
Juli	316	156	165	176	273	0
Agustus	330	422	210	238	357	0
September	388	264	250	335	446	0
Oktober	246	251	250	305	369	0
Total (Monthly)	3.057	1.936	1.836	3.130	1.445	0
Average (Monthly)	305,7	193,6	183,6	313,0	361,25	0

Based on table 2, we can see the increase in sales of resellers compared to 2022, this can be seen from organic mentik resellers who started to experience a fairly high increase in sales in 2022, amounting to 1,101 pax, in 2023 1,936, because organic mentik began to add online shops from only 1 online shop (Shopee) to 3 online shops (Shopee, Tokopedia, Bukalapak), while there was a decline in sales for Mardiana resellers because they started to focus on selling shrimp. In 2023, there will be the addition of 1 new reseller, namely Yulia, with sales targets in the same complex as Ibu Syari, namely at Villa Gunung Lestari.

Based on table 2 above, it also shows that interest in purchasing Healthy Chicken which is marketed by resellers, especially among middle class mothers, has increased because information about healthy chicken has spread widely both from social media and from explanations from resellers.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Understanding Strategy

According to Johnson and Schools (2016: 29) strategy is the long-term direction and scope of an organization that achieves benefits for the organization through the configuration of resources in a challenging environment to meet market needs and meet stakeholder needs.

Strategy is a way to achieve a goal. According to Learned, Christensen, Andrew and Guth stated that strategy is a tool for creating, obtaining and maintaining competitive advantage.

Understanding Marketing

According to Kotler and Armstrong (2014:27) marketing is the process by which companies create value for customers and build strong relationships with customers, with the aim of capturing value from customers in return.

According to Sunyoto (2014:18) marketing is the company's spearhead in a world of increasingly tight competition, companies are required to survive and develop.

Understanding Marketing Strategy

According to Kurtz, marketing strategy is a comprehensive program of a business or company in determining marketing targets to satisfy consumers. This is done by combining all elements of product, promotion, marketing mix, distribution and price.

According to Philip Kotler, marketing strategy is a way of organizing marketing to achieve continuously increasing profits in sales.

So it can be concluded that marketing strategy is defined as an effort to market a product using a certain planning pattern, to get a higher number of sales.

Marketing strategy factors

According to Tjiptono (2010:8) "the ability of a company's marketing strategy to achieve any changes in market conditions and cost factors depends on the analysis of the following factors":

a. Economic Analysis

In the activity of analyzing economic conditions, business entities can calculate the impact and alternative opportunities on their ability to gain profits and include analysis of required commitments, BEP (Break Event Point) analysis, assessing risks and profits as well as analysis of the economic aspects of competing business entities.

b. Environmental factor

Company activities must also be adjusted to government regulations and population growth in a region in an effort to determine the impact on technological progress, inflation and lifestyle, these factors must be taken into account depending on the goods and market of the business entity.

c. Consumer behavior

This factor greatly contributes to the development of a product, from the design to the price set and the distribution channel chosen. This factor analysis can be carried out in observation activities or survey research.

d. Market Factors

Every business undertaken must always consider aspects such as market size, development cycle, distribution channels, consumer behavior patterns as well as market segmentation distribution and opportunities that have not been met.

e. Competition

In relation to the competition that occurs, every business entity must really understand who its competitors are, what the position of their products is, what strategies they use, their strengths, their weaknesses, their competitors' financing systems and their competitors' production capabilities.

f. Analysis of Company Internal Capabilities

Each business entity must carry out an assessment of its strengths and weaknesses relative to its competitors, where the assessment can be based on aspects including financial condition, existing strengths and technology.

Understanding Sales

According to Wijaya (2011: 92), "Sales are a transaction of income from goods or services sent by customers in exchange for cash and an obligation to pay."

From the definition above, it can be concluded that sales is an activity where buyers and sellers come together to make transactions, influence each other, and aim to exchange goods or services for money. Sales is the goal of marketing, meaning that the company, through the marketing department, including its sales force, will try to carry out sales activities or distribute the products produced.

Factors That Influence Sales

Given that sales are the primary revenue-generating source that companies need to thrive, it is not surprising that an organization's sales productivity is critical to long-term success. The following are factors that influence a company's sales productivity:

a. Product quality

Product quality is very important because this factor significantly influences a company's ability to build a reputation among consumers in the market.

b. Product Price

As price and volume pressures increase, the right pricing strategy is critical to being competitive.

c. Customer service

Customer service is not just about showing kindness to consumers, this factor is very important in a company's business operations because it influences how the market views the company.

d. Market competition

Another important factor is the level of market competition. When markets are competitive, firms will have better incentives and lower prices. So, to make a brand stand out, a company must analyze its market competitors.

UNDERSTANDING RESELLER

Literally, reseller means reselling. In essence, a reseller is a person who resells other people's products by taking a profit of several percent of the original product price. As a reseller, we don't need to own the product. Instead, you will buy products from suppliers and resell them through various channels. A reseller can resell products on social media, personal websites, and even e-commerce platforms where suppliers sell the goods.

HOW RESELLERS WORK

1. Choose Products to Sell

The first step to becoming a reseller is choosing a product to sell. You need to find out what products are suitable for sale and suitable for consumers. Apart from that, you need to think about product quality, price, and consumer interest in buying. This is important so that the goods sold can sell and be profitable.

2. Look at Competitors and the Market

The second step is, looking at opportunities when selling products. Quoting from cimbniaga.co.id, looking at the market and competitors is an important step to avoid future losses. The way to become a reseller is to look at the products that competitors are selling. This step is necessary to consider how big the business is run by the reseller. Suppliers or sellers sometimes open many resellers in the same area. This has an impact on price differences so that it is detrimental to suppliers.

3. Looking for Suppliers

The next step is to find a supplier that suits the product. You can pay attention to the feasibility and quality aspects of products from several suppliers. Communication and speed of response from suppliers are also important factors to take into account. This is done so that resellers do not feel at a loss and get a trusted supplier.

4. Online Selling Strategy

After determining and binding cooperation with the supplier, the reseller then begins to update information about the products being sold. You can upload information about products being sold on the marketplace page by including clear information so that consumers are interested in buying. After uploading product information, resellers can then market the product on social media

5. Sales Evaluation

A good reseller must also evaluate product sales. This evaluation is useful for providing information regarding sales performance over a period of time.

METHODS

This research is qualitative research with qualitative descriptive methods. Descriptive qualitative is a research method that utilizes qualitative data and is described descriptively. This type of qualitative descriptive research is often used to analyze social events, phenomena or situations.

RESULT AND DISCUSSION

SWOT ANALYSIS

SWOT analysis is a technique used to identify strengths, weaknesses, opportunities, and threats for a particular business or even project. Although most widely used by organizations from small businesses and non-profits to large corporations, SWOT analysis can also be used for personal and professional purposes.

Although simple, SWOT analysis is a powerful tool to help identify competitive opportunities for improvement.

In general, SWOT (Strength, Weakness, Opportunity and Threats) analysis is used in marketing strategies. SWOT analysis is an evaluation of internal situations (strengths and weaknesses) and external situations (opportunities and threats) that support or can damage a brand or image.

The following are the components of a SWOT analysis:

1. STRENGTHS

Strengths show the capabilities and advantages a company has and how these strengths make the company stand out from competitors. This can be intangible things, such as good leadership, a solid team, or the company's technological assets and human resources.

2. WEAKNESSES

Weaknesses will stop an organization from operating optimally to reach its maximum potential. The company's growth and success will decline due to factors that do not meet the standards they should be.

Fortunately, a company's weaknesses can still be managed. Things such as a lack of experts in a field, poor quality machines or equipment, poor decision making, and so on can be minimized and eliminated.

3. OPPORTUNITIES (OPPORTUNITIES)

Opportunities that a company has are opportunities for something positive to happen which usually come from situations outside the company's organization.

4. THREATS (THREATS)

Threats can include anything that negatively affects the business from the outside, such as human resource shortages, rising raw material costs, or an increasing number of competitors. A schematic of the SWOT matrix can be seen in the chart below. The SWOT Matrix consists of nine cells. Four cells for key success factors, four cells for strategy and one cell is always empty. The four cells are labeled SO, WO, ST, WT which are developed through key success in the cells labeled S,W,O,T.

IFAS-EFAS	<i>Strengths (S)</i> Determine the internal strength factors	<i>Weakness (W)</i> Determine internal weakness factors
<i>Opportunities (O)</i> Determine factors external opportunity	Strategi SO Create strategies that use strengths to take advantage of opportunities	Strategi WO Create strategies that minimize weakness and take to advantage of opportunities
<i>Treats (T)</i> Determine factors external opportunity	Strategi ST Create strategies that use power to over comes threats	Strategi WT Create strategies that minimize weaknesses and avoid threats

a. SO Strategy (Strengths-Opportunities)

This strategy was created in accordance with the company's way of thinking, namely utilizing all the strengths it has in order to seize and take full advantage of opportunities.

b. ST Strategy (Strength-Threats)

The ST strategy is created in accordance with the company's strengths in anticipating a number of existing threats.

c. WO Strategy (Weakness-Opportunities)

The WO strategy is implemented in accordance with the utilization of existing opportunities and how to minimize the company's weaknesses.

d. WT Strategy (Weakness-Threats)

WT's strategy is based on defensive activities by trying to minimize the company's weaknesses and also avoid existing threats.

DATA ANALYSIS

Based on the monthly recapitulation data of Healthy Chicken sales for Selamatfood Tangsel resellers from 2022 to October 2023, it can be seen in the following table:

Table

Sales data for Selamatfood Tangsel Resellers

Reseller	Tahun	
	2022 (pax)	Oktober 2023 (pax)
Sempiri	3.007	3.057
Mentik organik	1.101	1.936
Ryan boentoro	1.911	1.836
Syari vigules	5.064	3.130
Yulia	-	1.445
Mardiana	82	-
Total Per tahun	11.165	11.404

Based on the table, it can be seen that sales of Healthy Chicken by the resellers of Selamatfood Tangsel fluctuate from month to month, but within a year they increase.

Several factors that influence the sales of Healthy Chicken by Selamatfood Tangsel resellers include the following:

- a. In general, resellers not only sell Healthy Chicken, but also sell other products.
- b. Public awareness of the importance of living a healthy life by consuming healthy chicken is increasing.
- c. Close relationship between reseller and customer.

Data Analysis Using SWOT Analysis (Strength, Weakness, Opportunities, and Threats)

In this writing, there are 2 (two) factors in testing the SWOT analysis, namely:

A. Internal Factor Analysis

Below we will present the internal factors of the Selamatfood Tangsel resellers, consisting of Strengths and Weaknesses.

1. The power of resellers

a. Empiri:

1). The business location is narrow in the Puri Serpong 2 housing complex with residents who are generally still of productive age with a good level of education, and marketing reach to Puspipstek (BRIN) housing.

2). Sempiri's business location is easy to reach for both suppliers and consumers.

3). Sempiri opens a free delivery service for a certain radius

b. Mentik Organic:

1). The Mentik organic business location is more directed towards sales through online stores in Market Place (Shopee, Tokopedia, Bukalapak)

2). The products sold by Mentik Organik are specifically healthy/organic food products including Healthi Ciken

3). Mentik Organik is used to selling products at above average prices

4). Mentik periodically creates promotions for its products

c. Ryan Boentoro:

1). Ryan's business location is in Menteng, Central Jakarta, which has a middle to upper economic level.

2). Sales via online and offline Marketplaces.

3). Mr Ryan himself is a young man with a wide circle of friends.

4). Supported by a family that has been in the livestock sector for a long time

d. Mardiana:

1). Mardiana's business location is in South Jakarta with a business network that reaches the upper middle class.

2). Mrs. Mardiana also has another product, namely Vaname shrimp, which is marketed through her reseller network.

3). Mrs. Mardiana's business employs local women, so her business is supported by the community.

e. Shari Vigules

1). Mrs. Syari is a housewife who is active in guardian activities at her children's school.

2). Location in the Vigules housing complex with a middle economic level.

3). Mrs. Syari diligently promotes her products to the parent community, WA status, and has very good relationships with her resellers and customers.

4). There are several resellers below who also market Healthy Chicken products

f. Julia:

- 1). Supported by my husband who also designed advertisements to be placed on WA status.
- 2). Sales from a network of friends both in the complex and outside the complex.

2. Weakness

a. Empiri:

- 1). Capital Limitations
- 2). Sales only via WA and only according to orders
- 3). There are no employees yet, while it is managed by the owner to deliver orders, packing and so on.

b. Mentik Organic:

- 1). Sales only through the online shop
- 2). There are no resellers

c. Ryan Boentoro

In managing his business, Mr. Ryan is still working, so he cannot fully focus on selling Healthy Chicken

d. Mardiana

More focused on selling shrimp as the main business, and healing ciken only as an addition.

e. Shari Vigules

Busy activities in organizations sometimes require changing the Healti Ciken delivery schedule.

f. Julia

- 1). Can only make sales once a week, namely at the weekend (Saturday or Sunday), because on weekdays while working in the office.
- 2). In terms of equipment, it doesn't have a freezer box.

B. External Factor Analysis

Next, external factors for resellers will be presented, consisting of opportunities and threats.

1. Opportunities for resellers

a. Empiri:

- 1). Business locations consisting of people of productive age with young children have the potential to be good target markets, with the population increasing.
- 2). Old customers have a network that can be used as the next target market.
- 3). The increasing economic level in line with the advancement of workers' careers or the development of entrepreneurs' businesses makes it possible to sell more Healti Ciken products.
- 4). The level of education, especially high school and awareness of a healthy lifestyle, is an opportunity for more and more healti ciken consumers.

b. Mentik Organic

The shopping pattern from offline to online is a big opportunity to develop sales of Healti Ciken through the online market.

c. Ryan Boentoro

Central Jakarta, especially Menteng, has higher purchasing power due to its high average economic level or income.

d. Mardiana

The artists and celebrities who have been Mardiana's market have the potential to be a good market for Healthy Chicken

e. Shari vigules

1). Mrs Syari's sociable organizational activities and many friends are good potential for developing Healti Ciken marketing.

2). Activities at school can be used to introduce more health care.

3). Bu Syari's customer network from other products has the potential to become Healti Ciken customers too

f. Julia:

1). Even though you have just become a reseller, the potential for developing Healthy Chicken outside the city from Mrs. Yulia and her husband's network can be developed.

2). Yulia's husband's creativity in making advertisements really attracts customers.

2. Threats from resellers

a. Sempiri

1) Many new traders have appeared who sell products almost the same as Healthy Chicken

2). Competitors appear with greater capital.

b. Mentik Organic

Many online stores have appeared that sell similar products.

c. Ryan Boentoro

Competitors appear with more product choices.

d. Mardiana

The emergence of resellers of similar products near Mardiana's business location

e. Sharia

There are other resellers with the same products providing promotions to attract Bu Syari customers.

f. Julia

Distant customers consider shipping costs.

Tabel 2

Matriks SWOT Prestasifood Tangsel

IFAS (Internal)	Strength (kekuatan)	Weakness (Kelemahan)
	<ul style="list-style-type: none"> √ Good reseller location √ Quality products √ Good customer relations 	<ul style="list-style-type: none"> √ Capital Limitations √ The product is not very popular yet √ Resellers don't only sell

<p>EFAS (Eksternal)</p>	<p>√ The market is still wide</p>	<p>healti ciken</p> <p>√ Prices are still above average</p>
<p>Opportunitie (Peluang)</p> <p>√ Public awareness of the importance of healthy living by consuming healthy food, including Healthy Ciken</p> <p>√ Community education level and broad access to information</p> <p>√ Wide reseller network</p> <p>There aren't many Healti Ciken resellers yet, development is still possible</p>	<p>SO Strategy</p> <p>√ Develop offline stores in existing locations and increase public awareness, enabling increased sales turnover of Helati Ciken</p> <p>√ Quality products and an educated public with more easily accessible information can increase sales of Healti Ciken</p> <p>√ Increasing resellers with a wider market to increase sales</p> <p>√ The market is still wide and there are not many Healti Ciken resellers, which is very good for developing and increasing sales</p>	<p>Strategi WO</p> <p>√ By seeking additional capital from the existing network to increase turnover</p> <p>√ By promoting Healti Ciken through social media and community groups</p> <p>√ Even though resellers don't only sell Healti Ciken, turnover can be increased with programs that attract Healti Ciken sales with promotions, equipment loans and so on.</p> <p>√ Prices are comparable to quality, promotional programs such as buy 3 get 1 free from suppliers can increase sales</p>
<p>Threats (Ancaman)</p> <p>√ Competitors sell similar products</p> <p>√ Competitor opens a new shop in that location</p> <p>√ Quality of service</p>	<p>Strategi ST</p> <p>√ The large number of competitors selling similar products can be overcome by improving product quality, packaging appearance, packaging size, and promotional programs</p> <p>√ The large number of competitors opening new shops in nearby locations has actually increased public awareness of the importance of consuming quality, healthy food.</p>	<p>Strategi WT</p> <p>√ Existing new competitors can be overcome by approaching old customers and providing attractive promotions</p> <p>√ Inviting customers to become ambassadors or resellers of Healti Ciken with special price benefits</p>

