



**Analysis of Internal and External Environment In
Determining Competitive Marketing Strategy
at Power Puff Petak Enam.**

UNDERGRADUATE THESIS

**Submitted as one of the requirements to obtain
Sarjana Administrasi Bisnis**

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ABSTRACT

The study analyzes the "Analysis of Internal and External Environment in Determining Competitive Marketing Strategy at Power Puff Petak Batak." The study's primary goals are to assess how competitive marketing techniques are being used at the culinary UKM Power Puff and to offer practical strategy advice for business growth. A case study technique combined with a qualitative method is used in the research to provide a thorough learn of what happens inside the unit of analysis. The results indicate that Power Puff has a lot going for them because of the uniqueness of their cream brulée topping pastry, even though they have a limited number of locations and not the most appealing packaging. The corporation faces significant external competition and cost problems as a result of volatile raw material costs. It is advised that Power Puff concentrate on product innovation and is that exceptional

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ABSTRACT

The study analyzes the "Analysis of Internal and External Environment in Determining Competitive Marketing Strategy at Power Puff Petak Enam." The study's primary goals are to assess how competitive marketing techniques are being used at the culinary MSMEs Power Puff and to offer practical strategy advice for business growth. A case study technique combined with a qualitative method is used in the research to provide a thorough learn of what happens inside the unit of analysis. The results indicate that Power Puff has a lot going for them because of the uniqueness of their cream brûlée topping pastry, even though they have a limited number of locations and not the most appealing packaging. The corporation faces significant external competition and cost problems as a result of volatile raw material costs. It is advised that Power Puff concentrate on product innovation and outlet expansion in addition to enhancing operational processes and packaging in order to increase market share. It will be expected that putting these techniques into practice will help the pastry business overcome obstacles and promote sustainable growth.

ABSTRAK

Penelitian ini menganalisa mengenai “Analisis Lingkungan Internal dan Eksternal dalam Penentuan Strategi Pemasaran Bersaing pada Power Puff Petak Enam.” Penelitian ini bertujuan untuk menilai seberapa teknik pemasaran kompetitif yang digunakan oleh bisnis kuliner UMKM Power Puff untuk memberikan saran strategi yang lebih praktis untuk kepentingan perkembangan bisnis Teknik studi kasus yang dipadukan dengan metode kualitatif digunakan dalam penelitian untuk memberikan gambaran menyeluruh tentang apa yang terjadi dalam subjek analisis. Hasilnya menunjukkan bahwa Power Puff memiliki banyak manfaat karena keunikan kue topping krim brûlée mereka, meskipun lokasinya terbatas dan kemasannya kurang menarik. Perusahaan menghadapi persaingan eksternal yang signifikan dan masalah biaya sebagai akibat dari fluktuasi harga bahan baku. Disarankan agar Power Puff dapat berkonsentrasi pada inovasi produk dan perluasan gerai selain peningkatan proses operasional dan pengemasan guna meningkatkan pangsa pasar. Penerapan teknik-teknik ini diharapkan dapat membantu bisnis Power Puff dapat mengatasi tantangan dan mendorong pertumbuhan yang berkelanjutan.

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LIST OF ACRONYMS

SWOT	: Strengths, Weaknesses, Opportunities, and Threats
IFAS	: Internal Factor Analysis Summary
EFAS	: External Factors Analysis Summary
MSMEs	: Micro, Small, and Medium Enterprises
BPS	: Badan Pusat Statistik
MENA	: Middle East and North Africa
COGS	: Cost Of Goods Sold