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## Business strategies during the COVID-19 pandemic

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### Abstract

Business strategy is an action that is constantly increasing, and is carried out based on the perspective of what customers expect in the future. Thus, strategy almost always starts with what can happen rather than what happens to achieve long-term goals to be achieved and find the company's position in the industry so that the company can protect itself against

competitive pressures.

Several studies have analyzed the external environment using PEST analysis and Porter's five strengths and using the internal environment through business functions. Then perform a SWOT analysis and matrix it so that it can produce several alternatives in developing a business strategy.

**Keywords:** competitive strategy, internal environment, external environment

### 1. Introduction

Companies around the world are challenged to become more strategically competitive in their domestic markets. There are two important models that are intended to describe important inputs for the strategic steps of a company, one of which is the resource-based model. The resource-based model assumes that firms in an industry control different resources and that these resources are imperfectly shifted between firms. Through appropriate choices and steps, resources and capabilities can be systematically developed within core competencies. In this model, core competition is the basis for choosing strategies, achieving strategic competitiveness, and earning above average profits. Development and application of core competencies is closely related to strategic competitiveness for global companies (Hitt, 1997).

Thus the development of the current era of globalization has an impact on increasingly fierce business competition, including in the business sector. The existence of the dominant Small and Medium Enterprises Sector as a national economic actor is also a vital subject in development, especially in the context of expanding business opportunities for new entrepreneurs and absorbing energy. Work and reduce the unemployment rate (pro job) and pro-environment (Kemenkop RI Strategic Plan 2012-2014).

### Strategy Definition

Strategy Definition According to David (2010), strategy is a shared means with long-term goals to be achieved, potential actions that require a decision by top management and large amounts of company resources. In addition, strategy influences the long-term development of the company, usually for the next five years, and is therefore oriented towards the future. Strategies have multifunctional or multidivisional consequences and need to consider both external and internal factors faced by the company. Strategy is an action that has power, which is needed for decision making at top management. Strategy has consequences that are multifunctional and multidimensional and need to consider external factors and internals faced by the company (David, 2013).

### Business strategy

Business strategy almost always starts with what can happen rather than what happens. The occurrence of new market innovation speeds and changes in consumer patterns requires core competence. Changes need to seek competences to find core competencies in the business being carried out (Umar, 2003). According to David (2011), business strategy is a tool to achieve long-term goals. A company must strive to achieve competitive advantage in a sustainable manner, in the form of (1) continually adapting to change in external trends and internal capacity, capabilities and resources; and (2) effective planning, implementation and evaluation of strategies that play a major role (David, 2011).

### Environmental Analysis

Environmental analysis can be divided into two environments, namely the external environment and the internal environment.

External environment analysis. According to David (2010), the factors that exist in the external environment, namely: competition between similar companies, the potential for the entry of new competitors, the potential for development of substitute products, the bargaining power of suppliers, and the bargaining power of consumers. Internal environmental analysis according to David (2010, p.178-225), internal audit requires the collection and integration of information regarding marketing management, finance / accounting, production / operations, human resources, and the operation of the company's management information system.

### SWOT analysis

SWOT analysis is a well-known historical technique in which managers create a quick overview of the company's strategic situation. This analysis is based on the assumption that an effective strategy is derived from a good "fit" between the Companies internal resources (strengths and weaknesses) with the external situation. (Opportunities and threats) (Pearce and Robinson, 2013, p. 156).

### SWOT matrix

The Strengths-Weakness-Opportunities-Threats (Strength Weaknesses-Opportunities-Threats-SWOT) matrix is an important matching tool that helps managers develop four types of strategies: SO strategy (strengths opportunities), WO strategy (weakness-opportunities), ST strategy (strengths - threats) and the WT Strategy (weakness-threats). Matching the main external and internal factors is the most difficult part of developing a SWOT matrix and requires a good judgment (David, 2010, p.327).

## 2. Research Methods

### Types of research

The research method used is descriptive-explorative qualitative method. A qualitative approach is a research approach that uses data in the form of written or oral sentences, behaviors, phenomena, events, knowledge or objects of study. The research process pays attention to the context of the study by emphasizing the understanding, thoughts and perceptions of the researcher. The results can be in the form of concepts, new theories, new discoveries, applied knowledge, practical solutions and various scientific studies or thoughts.

According to Sugiyono (2006), descriptive research is a study that is used to describe or analyze a statistical research result, but it is not used to make broader conclusions (generalization / inference). The explorative method according to Moleong (1998) is one of the basic research methods and aims to obtain information, information, data about things that are not yet known.

### Data collection technique

Data Collection Techniques In this study, researchers will use semistructured interviews, where the implementation is freer when compared to structured interviews. The purpose of this type of interview is to find problems more openly, in which the interviewee is asked for their opinion and ideas. In conducting interviews, researchers need to listen carefully

and record what the informants say. The tools used in interviews are interview guides and recorders which are useful for recording all conversations or conversations (Cooper, 2008).

### Informant Selection

In this study the authors used a purposive sampling technique. This technique is a sampling technique with certain considerations, namely that participants have unique and characteristic experiences, behaviors, perceptions, both conceptually and theoretically that can be developed during the interview process (Cooper, 2008, p. 169). Purposive sampling technique is suitable for use because the author wants to get accurate information from sources who understand the research discussion, so that the author can present credible data.

### Data analysis technique

According to Sugiyono (2013, p. 430), the data analysis process based on the Miles and Huberman model is:

1. Sorting data
2. Presentation of data
3. Drawing conclusions and verification.

### Data Validity Test

According to Bungin (2007), one of the most important and easy ways to test the validity of research results is to triangulate researchers, methods, theories, and data sources (Bungin, 2007, p. 256). In this research, the type of triangulation used by the researcher is source triangulation. Through source triangulation, it is hoped that the research will be able to smoothen the research with data obtained from different sources, but has information related to comparing the results of interviews.

## 3. Research Results and Discussion

### Company Profile

Company Profile Before establishing this business, the two brothers first worked for their uncle, whose business happened to be engaged in the same business, namely convection and worked as screen printing workers. The two brothers worked there for nearly five years, but at one point the business that his uncle had set up went bankrupt so that the brothers lost their jobs. Such a situation forced the two brothers to rack their brains to be able to get income. Armed with the knowledge gained while working there, the two brothers finally dared to open their own convection business, with minimal capital, finally the Scissors Convection was formed.

### Vision and mission

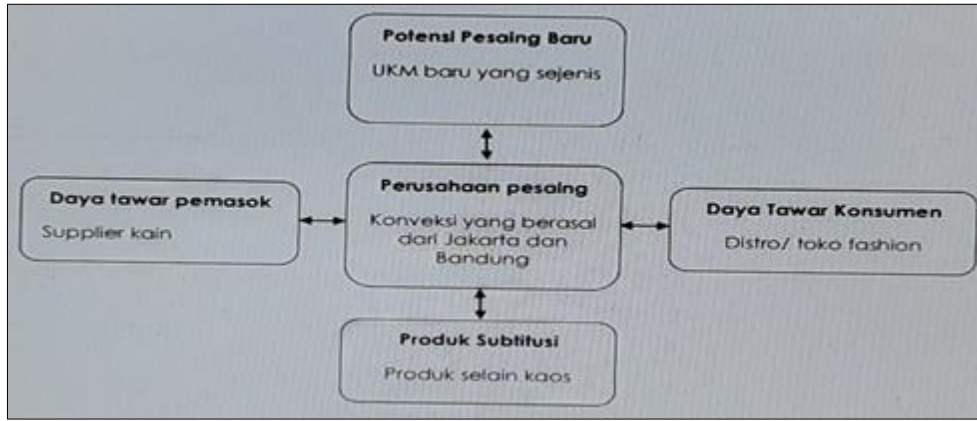
Vision and Mission Convection Scissors previously had not officially written their vision and mission, it can be concluded from the interviews conducted as follows:

#### Vision

Convection Scissors as a manufacturer of quality t-shirts in the future at competitive prices so that they are able to advance, develop and survive in the convection industry.

#### Mission

1. Provide good quality products and services
2. Competitive product prices
3. Friendly and fast response in service.



Source: (MOCHAMAD AMMAR FARUQ 2014, p. 185)

Fig 1

**Porter's Five Strength Model Analysis**

**1. Potential New Competitors**

The strength of the competitors, especially in the price and competitive product design, makes Convection Scissors must balance it in order to remain competitive. Seeing that many similar new business actors are willing to take risks by charging more affordable prices in order to get a good market share but not balanced with good design and product quality, it is important for companies to carry out analysis to maintain the rhythm of competition and be able to take solutions and actions to anticipate the strengths of the new competitors.

**2. Bargaining Power of Suppliers**

In the convection industry, the main component needed in making t-shirts is fabric. It is important for companies to find quality fabric suppliers because it will affect the product produced. In this case Convection Scissors appoints a fabric supplier that is considered to have good quality fabric, in order to get a good supply of fabric, Convection Scissors presses the fabric supplier to supply the fabric only to the Convection Scissors. By doing so, Convection Scissors will get a supply of good quality fabrics and no shortage of raw materials. Convection Scissors must also establish good communication with suppliers in order to maintain the availability of raw materials and in order to create mutually beneficial cooperation.

**3. Consumer Bargaining**

In the business world, bargaining from consumers or buyers is something that cannot be avoided. The needs of young people for appearance and fulfillment of quality make the bargaining power of consumers stronger. Therefore, Convection Scissors is trying to meet the need for this offer

by creating quality products that follow the trend and are certainly sought after by many consumers.

**4. Product Substitution**

For substitute products or substitution, Convection Scissors must be able to survive and anticipate indirect competition from well-known brands. There are now many new clothing products that have sprung up with various innovative models and fashionable shapes to attract market interest. Convection Scissors anticipates this by making innovations in unique screen printing designs and selecting good quality raw materials.

**5. Competitor Companies**

The similarity of industry types, size of business, and opportunities in market share make convection originating from Jakarta and Bandung the toughest competitors for the Scissors Convection. The two convections dare to put up at low prices in order to pave their way to get a bigger market share, not to mention began to appear similar businesses scattered in various regions in Indonesia. Carefulness in creating product innovation really needs to be considered by Convection Scissors to face this kind of competition so as not to be detrimental to the company.

**The Input Stage**

**EFE Matrix (External Factor Evaluation)**

From the data table 4.3 above, the Scissors Convection has a value of 3,840 which indicates that the Scissors Convection responds very well to the opportunities and threats that exist in the industry. In other words, Convection Scissors are able to take advantage of the existing opportunities and minimize the negative influence of external threats.

Table 4.3

No	Key External Factors	Weight	Rating	Weighted value
<b>Opportunity</b>				
1	Consumer demand for products / designs is always on new	0.097	4	0.388
2	The number of young people today	0.040	4	0.160
3	The growth of fashion distributions / shops as an opportunity cooperation	0.046	2	0.092
4	Increasing design creativity developing	0.139	4	0.556
5	Fashion trends, especially t-shirts which is always changing	0.092	4	0.368
<b>Threat</b>				
1	More competitor prices cheap	0.044	4	0.176
2	Increased competitors within similar industry	0.060	4	0.240
3	Fluctuating economic conditions or unstable	0.251	4	1.004
4	Prices for raw materials are always on increased	0.197	4	0.788
5	Competitor's name or brand which was first known	0.034	2	0.068
Total		1,000		3,840

Source: data processing results

Table 4.6

No.	Key Internal Factors	Weight	Rating	Weighted Value
<b>Power</b>				
1	Screen printing design and quality innovative	0.179	4	0.716
2	Competitive product prices	0.127	4	0.508
3	The quality of the product ingredients good	0.216	4	0.864
4	Appropriate service consumer demand	0.128	4	0.512
5	Good worker loyalty	0.083	4	0.332
<b>Weakness</b>				
1	Lack of human resources	0.053	2	0.106
2	The marketing system is still conventional or simple	0.052	2	0.104
3	Production capacity yet maximum	0.073	1	0.073
4	Not many people know Convection Scissors	0.033	2	0.066
5	Delays in delivery	0.056	2	0.112
<b>Total</b>		1,000		3,393

Source: Data processing results

From table 4.6 above, it can be seen that the number of weighted internal factor values for the Convection Scissors is 3,393. This shows that the Scissors Convection has a fairly strong internal position, however, the Scissors Convection

should continue to strive to maximize the internal strength of the business and reduce their internal weaknesses in order to gain existence in the convection industry in the future.

Table 4.7: Convection Scissors CPM Matrix

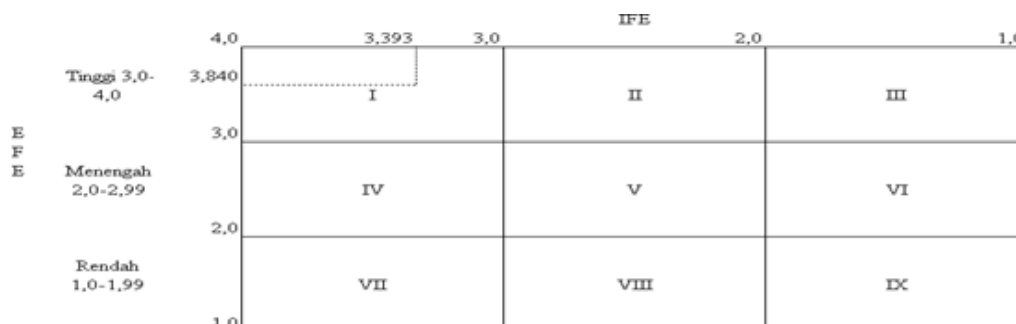
Critical Success Factors	Weight	Convection Scissors		Convection Jakarta		Convection Bandung	
		Rating	Score	Rating	Score	Rating	Score
Market share	0.134	4	0.536	4	0.536	4	0.536
Brand	0.040	2	0.080	3	0.120	4	0.160
Loyalty Customer	0.083	4	0.332	3	0.249	4	0.332
Quality Product	0.162	4	0.648	3	0.486	4	0.648
Product Variations	0.134	4	0.536	2	0.268	2	0.268
Quality Service	0.134	4	0.536	4	0.536	4	0.536
Startup Capital	0.101	1	0.101	1	0.101	4	0.404
The prices are Compete	0.119	4	0.476	2	0.238	4	0.476
Punctuality delivery	0.046	2	0.092	4	0.184	4	0.184
Activities Marketing	0.046	2	0.092	4	0.184	4	0.184
Total	1,000		3,429		3,502		3,728

Source: data processing results

From table 4.7 above, it can be seen that the Scissors Convection has the smallest value among the two examples of competitors mentioned above, namely the Jakarta Convection and the Bandung Convection. This shows that the performance of the Convection Scissors is already above the

industry average but is still unable to compete with competing companies that previously existed, so it needs improvement so that the company can compete more in this convection industry.

**IE Matrix Matching Stage**



Source: data processing results

Fig 2

Based on the IE Matrix, it can be seen that the total value of the company's internal factors (IFE) is in quadrant I or average and the value of the company's total external factors (EFE) is also in quadrant I or high. According to David (2010), Convection Scissors are in a condition of growth and

build. An intensive strategy (market penetration strategy, market development, and product development) or an integrated strategy (backward integration strategy, forward integration, and horizontal strategy) can be possible alternative strategies that are right for companies in this

condition.

**Grand Strategy Matrix**  
Low Competitive Position  
Growth Market High 3,429

II	I	
	Convection Scissors	
III		IV
Low Market Growth		

4.66%  
High competitive position

**TOWS Matrix**

Faktor Eksternal  Faktor Internal	Peluang (O) 1. Permintaan konsumen akan produk/desain yang selalu baru 2. Banyaknya kaum muda saat ini 3. Bertumbuhnya distro/toko fashion sebagai peluang kerjasama 4. Kreativitas desain yang semakin berkembang 5. Tren fashion khususnya kaos yang selalu berubah	Ancaman (T) 1. Harga pesaing yang lebih murah 2. Meningkatnya pesaing dalam industri sejenis 3. Kondisi ekonomi yang fluktuatif atau tidak stabil 4. Harga bahan baku yang selalu meningkat 5. Nama atau merek pesaing yang lebih dahulu dikenal
Kekuatan (S) 1. Desain dan kualitas sablon yang inovatif 2. Harga produk kompetitif 3. Kualitas bahan produk yang baik 4. Pelayanan yang sesuai permintaan konsumen 5. Loyalitas pekerja yang baik	Strategi SO 1. Meningkatkan pelayanan pada pelanggan-pengembangan produk (S1,S3,S4,O1,O3,O4,O5) 2. Melakukan kegiatan pemasaran yang lebih intensif-penetrasi pasar (S2,S3,O1,O3,O5)	Strategi ST 1. Meningkatkan kegiatan pemasaran-penetrasi pasar (S1,S2,S3,T1,T2,T5)
Kelemahan (W) 1. Kurangnya jumlah SDM 2. Sistem pemasaran yang masih konvensional atau sederhana 3. Kapasitas produksi yang belum maksimal 4. Belum banyak yang mengenal Konveksi Scissors 5. Keterlambatan pengiriman	Strategi WO 1. Meningkatkan kegiatan pemasaran-penetrasi pasar (W2,W4,O1,O3,O5) 2. Memperbaiki kinerja operasional-pengembangan produk (W3,W5,O1,O2,O3)	Strategi WT 1. Meningkatkan kegiatan pemasaran-penetrasi pasar (W2,W4,T1,T2,T3) 2. Memperbaiki kinerja operasional-pengembangan produk (W1,W3,W5,T2,T5)

Source: data processing results

Fig 4.5: TOWS Matrix Convection Scissor

In accordance with the IE Matrix, the TOWS Matrix finds 2 alternative strategies that are in accordance with the current

conditions of Convection Scissors, namely Market Penetration and Product Development.

**Decision Stage**  
**QSPM Matrix**

Faktor Kunci	Bobot	Pengembangan Produk		Penetrasi Pasar	
		AS	TAS	AS	TAS
<b>Peluang:</b>					
1. Permintaan konsumen akan produk/desain yang selalu baru	0.097	3	0.291	3	0.291
2. Banyaknya kaum muda saat ini	0.04	2	0.08	3	0.12
3. Bertumbuhnya distro/toko fashion sebagai peluang kerjasama	0.046	3	0.138	3	0.138
4. Kreativitas desain yang semakin berkembang	0.139	3	0.417	3	0.417
5. Tren fashion khususnya kaos yang selalu berubah	0.092	3	0.276	3	0.276
<b>Ancaman:</b>					
1. Harga pesaing yang lebih murah	0.044	3	0.132	3	0.132
2. Meningkatnya pesaing dalam industri sejenis	0.06	3	0.18	2	0.12
3. Kondisi ekonomi yang fluktuatif atau tidak stabil	0.251	3	0.753	2	0.502
4. Harga bahan baku yang selalu meningkat	0.197	2	0.394	2	0.394
5. Nama atau merek pesaing yang lebih dahulu dikenal	0.034	3	0.102	4	0.136
<b>Kekuatan:</b>					
1. Desain dan kualitas sablon yang inovatif	0.179	3	0.537	3	0.537
2. Harga produk kompetitif	0.127	3	0.381	4	0.508
3. Kualitas bahan produk yang baik	0.216	3	0.648	3	0.648
4. Pelayanan yang sesuai permintaan konsumen	0.128	3	0.384	3	0.384
5. Loyalitas pekerja yang baik	0.083	2	0.166	2	0.166
<b>Kelemahan:</b>					
1. Kurangnya jumlah SDM	0.053	2	0.106	2	0.106
2. Sistem pemasaran yang masih konvensional atau sederhana	0.052	3	0.156	4	0.208
3. Kapasitas produksi yang belum maksimal	0.073	3	0.219	3	0.219
4. Belum banyak yang mengenal Konveksi Scissors	0.033	1	0.033	4	0.132
5. Keterlambatan pengiriman	0.056	2	0.112	1	0.056
<b>Total</b>			5.505		5.49

Source: results by data

**Fig 4.6:** QSPM Matrix Convection Scissors

Based on the QSPM Convection Scissors matrix above, it can be seen that the product development strategy has a total attractiveness value of 5.505. This value is slightly higher than the total attractiveness of the market penetration strategy with a value of 5.490. Product development in question is the variety and innovation of the resulting product. The designs and styles of t-shirts that vary according to today's developments and according to customer requests. This shows that the product development strategy is better applied by Convection Scissors to increase competitiveness and excellence in the current convection industry.

**Operation Strategy**

**External and internal analysis**

Based on the EFE matrix analysis, fluctuating or unstable economic conditions have a higher weight, meaning that the Scissors Convection responds more to the current economic conditions, while the growing opportunities for design creativity have a higher weight meaning that the Scissors Convection makes good use of these opportunities creating design innovations that customers expect.

Based on the EFE matrix analysis, the biggest weakness is in

the production capacity which is not maximal because the resources it has are still limited. On the other hand the biggest strength is the good quality of the product ingredients. Seeing this condition, namely the limited production capacity, the Convection Scissors try to overcome by creating quality products. Selection of suppliers and raw materials used are very concerned about in order to produce a product that consumers are interested in and of course good quality.

As already mentioned, the Scissors Convection very well responds to the opportunities and threats in the industry or in other words, it has been able to effectively take advantage of existing opportunities and minimize the influence of external threats.

**Operating strategy alternative**

Based on the results of the business strategies that have been mentioned above, namely product development, including product variations and innovation, the appropriate alternative strategies for the Scissors Convection based on Roger G Schroeder's Operations Management book are the second strategy is the Product Innovator strategy.

**Table 4.8:** Alternative strategy of the Convection Scissors operation

	<b>Strategy B</b>
	<i>Product Innovator</i>
Market conditions	Tight competition, especially product variations in the convection industry, makes Convection Scissors also create variations in their products, starting from the color of the sleeves and body of the t-shirts that are made different, the size of the sleeves that are made longer, the screen printing design images that are made more varied and the shape of the t-shirt collar is made. Buttoned V model and others. The design and material of the t-shirts that are done are in accordance with what consumers ask for. Customers who want t-shirts with materials and materials Good design can be done by connection Scissors. Proposal
	Operation in market conditions for Convection Scissors is a small volume of production but can meet market demand, because then convection scissors can increase flexibility meeting the needs of today's consumers.
Operation objectives	Consumer demand for variations in t-shirt models is increasingly diverse and varied. This diverse demand is what the Scissors Convection is currently taking seriously. For example, there are consumers who want to order t-shirts and they have their own design and shape of the t-shirts, are there variations or not and the t-shirts must be finished within the agreed time. In the process of working on 1500 shirts, usually within a week the shirts can be sent. Convection Scissors trying to realize what these consumers want. The problem of consumer prices dares to pay more as long as the order can be fulfilled by the Scissors Convection. But all of that has not been matched by the accuracy of sending orders to customers due to frequent delays during the t-shirt sewing process. <i>Deadline</i> delivery could not be fulfilled. Proposed surgery on Convection Scissors for the purpose of this operation is delivery of orders in a timely manner according to consumer demand because that way it will not make consumers disappointed and can maintain customer loyalty. Yourself later.
Operation-specific advantages	Image design and product variations are the advantages of Convection Scissors. Work in accordance with consumer demand is handled by Convection Scissors. The resulting image designs are varied and as much as possible do not imitate the existing ones. But not many people know about the Convection Scissors product because of the lack of marketing done by the Convection Scissors. Most of the orders that had been received so far came from old customers who were familiar with Convection Scissors. The proposal in the specialty of surgery for Convection Scissors is the introduction of new products that are more work-intensive with a good team. Several things that can be done in
	Supporting this product introduction activity is often participating in UMKM exhibition activities, participating in the annual gathering of t-shirt vendors such as the new Indie Clothing just implemented?
Operations Policy	Centralization of the production process is carried out such as the cutting process fabrics, t-shirt image design, printing, sewing of t-shirts to the ready-to-sell product packing process helps the Scissors convection in controlling the production process so as to minimize the occurrence of product defects and the inventory of goods is always under control. This routine inspection keeps the quality of the products produced. Election suppliers, especially fabrics that are the basic material for making t-shirts, are taken into account. Quality and price considerations based on the type of fabric and the accuracy of delivery are the benchmarks for this selection. The operating proposal for the operating policy for the Scissors Convection is to develop its business by trying to create a product with a high selling price or premium standard t-shirts, so it doesn't just work on orders from consumers. In addition, Convection Scissors must recruit highly skilled workers, especially those who are experts in graphic design because it can help Convection Scissors in creating variations of images. Increasingly innovative and attractive.

**Intreperatation of research results**

Based on the results that can be seen from data processing through the QSPM Matrix which is the final stage in the

framework of a comprehensive strategy development, namely the decision stage, it is seen that the product development strategy has a higher value than the market

penetration strategy. This strategy is suitable for use because the current level of economy and trade has grown rapidly and the public's need for t-shirts with innovative designs and quality at affordable prices and ensuring increased customer satisfaction. Therefore Convection Scissors should be able to take advantage of this as a means of developing and improving their service and product quality.

Meanwhile, seen from the alternative operating strategy, Convection Scissors emphasizes more on design innovation and product variation. In cases like this, the operations section emphasizes product variety and innovation as well as flexibility in meeting consumer needs. Included in the operating policy is the use of the team in design, new products and quickly adapt to consumer wants and the use of highly skilled workers.

#### 4. Conclusions and Suggestions

##### Conclusions

1. The identified opportunities for the Convection of Scissors are in the form of consumer demand for products / designs that are always new, the number of young people today, the growth of fashion distros / shops as opportunities for collaboration, increasingly developing design creativity, ever-changing fashion trends, especially t-shirts. Whereas the Scissors Convection Threat is in the form of cheaper competitor prices, increasing competitors in similar industries, fluctuating or unstable economic conditions, ever-increasing prices for raw materials and names or brands of competitors that are more well-known.
2. The identified strengths of Convection Scissors include the design and quality of innovative screen printing, competitive product prices, good quality of product materials, service that is on demand and good worker loyalty. While the weaknesses of the Convection Scissors include the lack of human resources, the marketing system that is still conventional or simple, the production capacity is not maximized, not many people are familiar with the Convection Scissors and the delay in delivery
3. Based on the processing results at the final stage using a QSPM matrix, an alternative business strategy in accordance with the Convection Scissors is product development for design and innovation. In this strategy Convection Scissors should improve existing products and develop new ones at low prices in an effort to increase sales.
4. The suitable alternative for the Convection Scissors operation strategy is a strategy of innovation and product variety as well as flexibility and on time delivery to meet consumer demand. Meanwhile, the operational policy is the use of teams and consumer participation in designing and designing new products and adapting quickly to changes and the use of highly skilled workers.

##### Suggestion

1. Conduct periodic evaluations of the quality of the company's business processes. Quality business processes are able to produce quality services and vice versa. Companies may be able to develop tools such as QFD (Quality Function Deployment). QFD is a planning tool used to fulfill. Customer expectations of a product or service. Implementing QFD appropriately can increase the company's knowledge of productivity and

product quality, cost efficiency as well as changes and product development needed along with the times and consumer demands.

2. Modernizing the systems and technology used. The manual system that is still in use should be abandoned. Considering that information technology is developing rapidly today, it should be put to good use by companies in supporting and improving company business processes and increasing customer satisfaction.
3. Creating a company website that serves as a promotional and communication tool consumers as well as customer service to respond to complaints, suggestions and criticism from customers. Complaints, suggestions and criticism from customers are very important in building and improving the company and increasing the company's existence in the tight convection industry.
4. Developing a business by creating products of premium quality, considering that young people's interest in premium t-shirt products is increasing along with the frequent holding of indie clothing expos where producers gather. Premium t-shirts to sell and introduce their products.
5. Opening their own fashion shop to introduce their products, besides being able to meet face to face with end consumers and understand the desires of the consumers themselves.

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