

Marketing Strategy To Increase Product Sales Of Cv. Yosvindo Anugerah

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Abstract

Globalization and technological advancement have brought significant changes to the business world, including the growing need for effective marketing strategies. This study aims to analyze the marketing strategy of CV. Yosvindo Anugerah, a company engaged in chemical (cleaning) products, using a SWOT analysis approach. The research employs a descriptive qualitative method with data collected through interviews, observations, and documentation. The findings reveal that the company's strengths lie in its diverse product range, competitive pricing, extensive business networks, and efficient use of production machinery. However, internal weaknesses include limited human resources, a less strategic business location, and a lack of market expansion. External opportunities include increasing demand for new products and potential market expansion into the hospitality sector. The main threat comes from overreliance on key customers. Based on the SWOT matrix analysis, the company is positioned in Quadrant I (growth), indicating a strategic position for development. Recommended strategies include product diversification, market expansion, human resource development, and digital marketing optimization to strengthen competitiveness and ensure business sustainability.

Keywords: marketing strategy, SWOT analysis, business growth, chemical products, CV. Yosvindo Anugerah..

1. Introduction

Globalization and technological advancements have brought significant changes to various aspects of life, including the business world. Today, businesses are growing rapidly in line with increasing consumer needs and desires. The main goal of a business is not only to gain profit but also to dominate the market in order to survive in the long term (Hadion et al., 2021). Business actors must continuously innovate in creating products that are attractive and meet market demands. One of the most important aspects of business is marketing, which aims not only to sell products but also to satisfy consumers. Effective marketing will encourage customer loyalty and enhance a company's competitiveness.

Marketing strategy plays a crucial role in facing competition. This strategy involves planning the marketing mix (product, price, place, and promotion) and aims to achieve a competitive advantage (Hidayah et al., 2021; Habiburrahman et al., 2022). CV. Yosvindo Anugerah is a company engaged in the chemical sector (cleaning products), such as hand soap, disinfectant, and glass cleaner. Established in 2010 in Surabaya, the company serves sectors including hospitality, hospitals, restaurants, and car washes. Sales data shows performance variations among products, highlighting the importance of marketing strategies to boost sales and maintain competitiveness.

With a large market potential and the continuously increasing public demand for cleaning products, this study aims to:

- (1) identify external factors that serve as opportunities and threats for CV. Yosvindo Anugerah in marketing its chemical products,
- (2) identify internal factors that serve as strengths and weaknesses of the company in marketing its chemical products, and
- (3) identify the marketing strategies used by CV. Yosvindo Anugerah to market its chemical products.

2. Literature Review Strategy

The word "strategy" originates from the Greek word *stratagos*, which means "to lead." Initially used in the military field as a method to conquer enemies, strategy is now widely applied in management to achieve

objectives and maintain competitive advantage. According to Glueck and Jauch (in Kriswanti, 2020:12), strategy is a comprehensive and integrated plan designed to achieve organizational goals amid global competition.

Marketing

Marketing serves to sustain and grow a business, as well as to create customer satisfaction. According to Thamrin & Francis (in Kriswanti, 2020:15), marketing involves planning, pricing, promotion, and distribution of products. Kotler and Armstrong emphasize the importance of the process of creating, communicating, and delivering customer value.

Marketing Concepts

Tjiptono (in Kriswanti, 2020:16) states that marketing concepts emphasize customer value. Kotler & Armstrong identify five marketing concepts:

- a. Production: Focus on availability and low cost.
- b. Product: Focus on product quality and features.
- c. Selling: Intensive promotion to increase purchases.
- d. Marketing: Understanding the needs of the target market.
- e. Societal Marketing: Consideration of long-term consumer and societal interests.

Marketing Objectives

The main objective of marketing is to build long-term relationships with customers in order to increase profits and market share. Kotler highlights the importance of relationships with customers, suppliers, and distributors. Hasan adds other goals such as improving brand image, sales, and customer satisfaction (Kriswanti, 2020:21).

Marketing Strategy

A marketing strategy is a method used to achieve marketing objectives. According to Kotler & Armstrong, it is the logic behind marketing actions. Chandra (in Dimas, 2015:60) describes marketing strategy as including pricing adjustments, advertising content, promotional activities, and distribution channels.

Marketing Strategy Stages

- a. Identifying and evaluating opportunities – through market research and competitor monitoring.
- b. Segment analysis and target market selection – determining the demographic characteristics of the market.
- c. Marketing mix planning (4Ps) – product, price, place, and promotion.
- d. Company performance analysis – continuous evaluation of strategy effectiveness.

3. Research Methods

This study employs a descriptive qualitative approach to gain an in-depth understanding of the marketing strategy of CV Yosvindo Anugerah through SWOT analysis. Marketing strategy is understood as the logic and decision-making within the marketing mix, focusing on internal factors (strengths and weaknesses) as well as external factors (opportunities and threats). Informants were selected purposively, involving the business owner as the key informant, along with the marketing team, main customers, and consumers as additional informants. The research was conducted at CV Yosvindo Anugerah, Surabaya, over a period of two months, covering data collection through data processing stages. Data collection techniques included in-depth interviews, direct observation, and docume

4. Results and discussion

Research Findings

This research was conducted at CV Yosvindo Anugerah, Surabaya, using observation and interviews with the owner, marketing team, as well as key and regular consumers. The purpose was to identify the marketing strategies applied, particularly for chemical products, and their impact on sales. The analysis employed the SWOT method to formulate relevant strategies based on the company's strengths, weaknesses, opportunities, and threats.

SWOT Analysis of CV Yosvindo Anugerah

- a. Strengths

CV Yosvindo Anugerah has several key strengths that support its operations and business development. The company offers a wide variety of products, ranging from dishwashing liquid, hand soap, to multipurpose cleaning solutions, meeting diverse consumer needs. In addition, its competitive product pricing provides an advantage in facing market competition. Another strength lies in the owner’s extensive networking, which facilitates product distribution and promotion. The use of production machines also adds value by improving efficiency and effectiveness in operations.

b. Weaknesses

Despite these advantages, CV Yosvindo Anugerah also faces several internal weaknesses. One of them is the limited effort in offering products to new markets beyond existing loyal customers. The shortage of human resources, both in terms of quantity and quality, hinders production capacity and service improvements. Furthermore, the business location, which is less strategic, poses a challenge in market expansion.

c. Opportunities

There are considerable opportunities for CV Yosvindo Anugerah to continue growing. One is the increasing demand for new products, such as fabric perfumes, which can add product variety and attract new consumers. Additionally, the potential to expand into the hospitality sector presents a significant opportunity to increase sales volume and broaden business networks.

d. Threats

One threat that CV Yosvindo Anugerah must anticipate is the risk of losing cooperation with key customers, which could significantly impact business revenue. Dependence on certain partners creates vulnerability in the event of changes to contracts or long-term cooperation. Therefore, market diversification and expanding the client base are essential steps to reduce such dependen

Strategies for Strengthening and Developing CV Yosvindo Anugerah to Enhance Competitiveness and Business Growth

To maintain its existence and expand its market reach, CV Yosvindo Anugerah needs to implement several targeted strengthening and development strategies, as follows:

1. Diversify products and services to reach new market segments, reducing dependence on a single product type while adapting offerings to consumer trends and needs.
2. Digitize business processes, including administration, marketing, and distribution systems, to enhance efficiency and enable quicker adaptation to market dynamics.
3. Develop human resources, particularly in innovation and creativity, so employees can generate fresh ideas that support business growth.
4. Strengthen strategic collaborations with partners that have long-term synergy potential, such as raw material suppliers, distributors, and other parties that can expand marketing networks. Invest in research and development (R&D) to deliver relevant, high-quality, and competitive products in the market.

By applying these strategies, CV Yosvindo Anugerah has significant potential to improve its business performance despite the current slowdown in growth. The key to success lies in management’s willingness to undergo adaptive and innovative transformation, enabling the company to maximize market opportunities and ensure long-term business sustainability.

IFAS and EFAS Matrix Analysis

IFAS Matrix

Table 1. IFAS Matrix

INTERNAL FACTORS (STRENGTHS & WEAKNESSES)			
Faktor Strategis	Weight	Rating	Score
Strengths			
Variety of products offered by CV Yosvindo Anugerah	0.13	4	0.53

Competitive product pricing	0.17	4	0.67
Owner's extensive networking	0.20	5	1.00
Use of production machines that enhance effectiveness and efficiency	0.13	4	0.53
Sub total	0.63		2.73
Weaknesses			
Limited market expansion to new areas	0.13	2	0.27
Limited and relatively low-skilled human resources	0.10	2	0.20
Less strategic business location	0.13	2	0.27
Sub Total	0.37		0.73
Total	1.00		3.47

Source : Primary Data, Processed 2025

Based on the calculations, the internal strengths of CV Yosvindo Anugerah score 2.73, while the weaknesses score 0.73. The difference between strengths and weaknesses is 2.00, and the total score (sum of weight \times rating for both strengths and weaknesses) is 3.47. From this IFAS matrix result, it can be concluded that CV Yosvindo Anugerah possesses stronger internal strengths compared to weaknesses in determining its marketing strategy to enhance competitiveness.

Efas Matrix

Table 2. Efas Matrix

EXTERNAL FACTORS (OPPORTUNITIES & THREATS)			
Faktor Strategis	Weigh	Rating	Score
Opportunities			
Demand potential for new products (fabric perfume)	0.37	5	1.85
Expanding into a new market segment: hospitality industry	0.25	4	1
Sub Total	0.62	9	2.85
Threats			
Risk of losing contract with main customer	0.38	2	0.75
Sub Total	0.38	2	0.75
	1.00		3.60

Source : Primary Data, Processed 2025

Based on the calculations, CV Yosvindo Anugerah's external opportunities score 2.85, while threats score 0.75. The total score (sum of weight \times rating for both opportunities and threats) is 3.6

SWOT Matrix Diagram

The researcher conducted a strategic analysis by comparing the company's opportunities and threats with its strengths and weaknesses to determine its competitive position. This is illustrated using a SWOT diagram that places the business within one of four quadrants. The results are as follows:

1. Strengths = 2.73
2. Weaknesses = 0.73
 - Strengths + Weaknesses = $2.73 + 0.73 = (+) 3.46$
 - Strengths – Weaknesses = $2.73 - 0.73 = (+) 2.00$
3. Opportunities = 2.85
4. Threats = 0.75
 - Opportunities + Threats = $2.85 + 0.75 = (+) 3.60$
 - Opportunities – Threats = $2.85 - 0.75 = (+) 2.10$

From the identification of internal and external factors, the SWOT matrix diagram can be illustrated as shown in Figure 1 below :

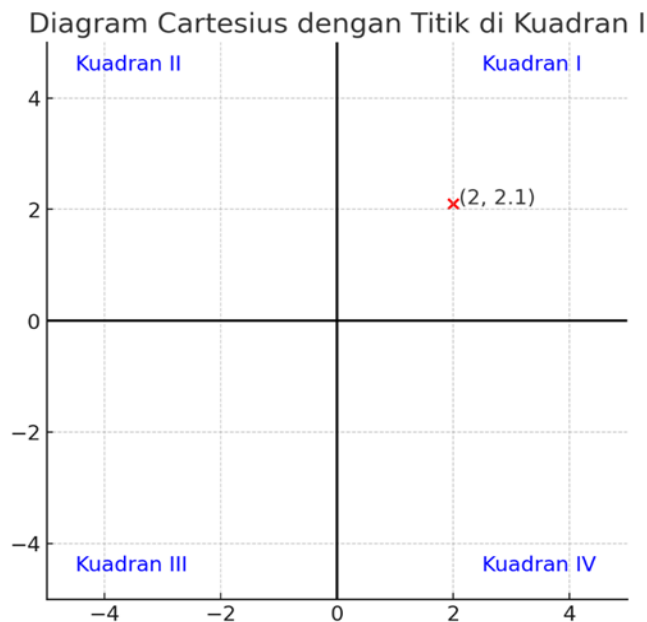


Figure 1. SWOT Matrix Diagram Of CV Yosvindo Anugerah

Source : Primary Data, Processed 2025

Based on the data analysis, CV Yosvindo Anugerah is currently on a growth path; however, it shows a significant slowdown. This near-zero growth rate is an important signal indicating stagnation in the company's development. The slowdown may be caused by various internal and external factors, but one of the most prominent issues is the lack of innovation or strategic transformation in both the business and operational lines.

Although positioned in the Growth quadrant, the company cannot rely solely on its existing strengths. Without strategic renewal and enhanced competitiveness, this position risks slipping into stagnation or even performance decline. Therefore, the company must carry out a comprehensive evaluation of its current business strategy, including identifying areas that require improvement or renewal, as well as exploring new opportunities aligned with the company's core capabilities.

**SWOT MATRIX
IFAS/EFAS**

<p>IFAS</p>	<p>STRENGTH</p> <ol style="list-style-type: none"> 1. Product variety offered by CV Yosvindo Anugerah (0.53) 2. Competitive product pricing (0.67) 3. Owner's extensive networking (1.00) 4. Use of production machines that enhance efficiency and effectiveness (0.53) 	<p>WEAKNESS</p> <ol style="list-style-type: none"> 1. Limited market expansion to new areas (0.27) 2. Limited and relatively low-skilled human resources (0.20) 3. Less strategic business location (0.27)
<p>EFAS</p> <p>OPPORTUNITY</p> <ol style="list-style-type: none"> 1. Rising demand for new products such as fabric perfume (1.85) 2. Expanding into a new market segment: hospitality industry (1.00) 	<p>STRATEGIES SO (Using strengths to seize opportunities – enabling rapid growth)</p> <ol style="list-style-type: none"> 1. Develop new products based on existing product variety. 2. Leverage extensive networking to penetrate the hospitality segment. 3. Utilize efficient machines to produce on a larger scale. 	<p>STRATEGIES WO (Using opportunities to overcome weaknesses)</p> <ol style="list-style-type: none"> 1. Enter new markets to compensate for less strategic location. 2. Provide training to improve the capacity of limited human resources. 3. Expand offerings by capitalizing on the demand for new products.
<p>THREAT</p> <ol style="list-style-type: none"> 1. Risk of losing contract with main customer (0.75) 	<p>STRATEGIES ST (Minimizing weaknesses and avoiding threats)</p> <ol style="list-style-type: none"> 1. Use extensive networking to retain main customers. 2. Optimize production machines to reduce operational costs. 3. Broaden product variety to strengthen relationships with key customers. 	<p>STRATEGIES WT (Minimizing weaknesses and avoiding threats)</p> <ol style="list-style-type: none"> 1. Enhance employee training to help retain main customers. 2. Utilize digital marketing technology to overcome location limitations. 3. Expand market reach to reduce dependency on key customers.

Discussion

Based on the results of the SWOT diagram analysis, CV Yosvindo Anugerah is positioned in Quadrant I (Growth). This position indicates that the company possesses strong internal strengths, with a strength score of 2.73, which is significantly higher than the weakness score of 0.73. This demonstrates that internally, the company has a solid foundation to operate its business effectively.

From the external perspective, the company also has considerable opportunities with a score of 2.85, far exceeding the external threat score of 0.75. This condition shows that the company operates in a supportive external environment, where existing opportunities can be optimally utilized to foster business growth.

Quadrant I (Growth) is an ideal strategic position in SWOT analysis. It illustrates that CV Yosvindo Anugerah has strong potential to continue expanding and enhancing competitiveness through development strategies. This means that the company not only has sufficient internal strengths to support operations and innovation, but also external opportunities that can be maximized to broaden markets, improve product value, and strengthen business sustainability. In this regard, the company can focus its efforts on proactive growth strategies such as product diversification, market expansion, and operational efficiency improvement.

5. Conclusion and Suggestions

Conclusion

Based on the results of the SWOT analysis, CV Yosvindo Anugerah is positioned in Quadrant I (Growth), which represents an ideal strategic position. This indicates that the company has strong internal strengths as well as broad external opportunities, thereby supporting growth and competitiveness. Under these conditions, the company has the potential to develop proactive strategies such as product diversification, market expansion, and operational efficiency improvements to broaden market share, enhance product value, and ensure business sustainability.

Suggestions

1. Leverage networking and production machinery to develop new products and enter the hospitality market.
2. Improve employee training to support long-term business growth.
3. Reduce dependence on key customers by expanding markets and optimizing digital marketing.
4. Maximize the use of production machinery to reduce costs and enhance competitiveness.

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