

## CHAPTER V. CONCLUSION AND SUGGESTION

### A. Conclusion

Based on the results and discussion obtained from research that has been conducted at Husna Bakery, several conclusions were obtained, namely:

1. Husna Bakery business is a small-scale industry located on Surau Gadang Street, Koto Panjang Iku Koto, Koto Tengah District, Padang City, and was established by Mr. Hendri in 2018. Currently, Husna Bakery Business has 7 workers. This business already has business licenses in the form of NIB, PIRT, and halal certification. The business owner buys raw materials once a week and does not yet have a permanent supplier. Husna Bakery's production process takes 5-6 days, with one production time requiring one working day to produce 1,700 pieces of bread. So far, Husna has never done promotions, whether in advertising, personal selling, sales promotion, public relations, or direct and digital promotion.

2. The Husna Bakery business has internal and external factors that can affect its business, namely as follows:

a. The internal factors that become strengths for Husna Bakery are using good quality raw materials, bread not using preservatives, products being certified halal, products already having PIRT, offering several variants of bread flavor, product prices for distributors and retailers are more affordable than competitors, there are discounts on bulk purchases, and the business location is quite strategic and easy to access by consumers. Meanwhile, the internal factors that become weaknesses for Husna Bakery are not included the expiration date and product composition on the packaging, the packaging is not attractive, product prices at the final consumer level are the same as competitors, potential regional targets have not been met, there is more selling to retailers than to end consumers, there is no promotion has been done to market the product, the financial recording is still simple, and there are concurrent positions of business owner and finance department.

b. External factors that provide opportunities for Husna Bakery are There are still retailers that Husna Bakery has not entered, there are still untapped consumer market

opportunities, government support for SMEs in West Sumatera, the existence of advanced technology in the bread production process, and increase in people's purchasing power. Meanwhile, the external factors that pose threats to Husna Bakery are the availability of raw materials is not guaranteed because there are no permanent suppliers, the retailer sells Husna Bakery's competitor's products in its stalls, there are many bakery competitors in Padang City, competitors' packaging forms are more attractive, competitors have more distributors, increase in raw material prices. The results of the analysis of environmental factors in Husna Bakery's business obtained 3.033 IFE scores and 3.336 EFE scores, which means that Husna Bakery's business has a strong internal and external position.

3. Based on the results of the research, the main priority strategy that should be applied by Husna Bakery is to maintain the quality of the product and improve product innovation to attract consumers and facilitate entering new markets. This strategy has a TAS value of 7.499.

#### **B. Suggestion**

Based on the results of the research that has been done, Husna Bakery is expected to be able to carry out the alternative marketing mix strategies by prioritizing in order of priority with the highest TAS, starting from maintaining the quality of product and improving product innovation to attract consumers and facilitate to entering new markets, to establish cooperation with suppliers so that the availability of quality raw materials is guaranteed at stable prices. In addition, Husna Bakery should make structured financial records to facilitate future decisions.