CHAPTER V CONCLUSION AND SUGGESTION

A. Conclusion

Based on the result of analysis that has been carried out of the business strategy in Warung Bluder, it can be concluded that:

1. The main strength of Warung Bluder is indicated by the rating of 4, including delicious bread taste and smooth texture, business license, a cashless system for every purchase, a high-quality product, good quality of raw material to produce the bluder bread, and famous Foresthree brand to attract customer visits. At the same time, the main weakness of Warung bluder is indicated by a rating of 1, including fewer variant flavours of bluder bread, lack of customer analysis, sales trend that is declining, and poor marketing management.

2. The foremost opportunity for Warung Bluder is an opportunity with a rating of 4, including market and product expansion. The main threats Warung Bluder has a rating of 4 include fuel increase, inflation, competitors, and customer returns.

3. Based on analysis of the QSP Matrix, three alternative strategies suit the strategic conditions of Warung Bluder, including a plan to conduct a customer analysis to understand the customer needs with STAS = 6.09, develop variations of product based on trend based on the customer with STAS = 5.25, and capitalizing on positive aspects of family businesses such as trust and common purpose to expand Warung Bluder market either to online platform (cashless payment) like shopee/Tokopedia with pre order system or partnership with local restaurant and coffee shops with STAS = 5.42.

B. Suggestion

1. It is expected Warung Bluder can implement a strategy determined to carry out customer analysis. After that, carry out intensive promotions through improving product variations and packaging to make it more attractive and

introducing products through advertisements on various social media so that products are better known to the public.

2. It is expected, Warung Bluder can build good communication between consignment and customers to increase sales of Bluder bread.