

ABSTRACT

INCREASING AAN BREAD SALES WITH STRENGTH, WEAKNESS, OPPORTUNITIES, THREATS (SWOT) ANALYSIS (AAN Bakery Palembang case study)

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SMEs are small-scale economic activities of people with a business that is majority of household activities. AAN Bakery is a business engaged in the field of bread combinations developed by Aan as the owner or owner of this business. AAN Bakery is known by the community around Perumnas area because the combination bread can be used as a snack for consumers. Bread combination business has a process flow that starts from pengadonan, baking, cooling until the last stage of the packaging. Combination bread is marketed to several shops and stalls around Perumnas. Combination buns have an expiration date of 5-7 days when compared to the Good Manufacturing Practice (GMP) or so-called system that ensures the quality standard of bread-to-border time is approximately 3-5 days because in the raw material there is baking soda that makes the combination bread To be durable where baking soda is a natural preservative when consumed has no effect because it contains Na₂CO₃, Sodium for CO₂ minerals for buffers and breads that are not sold past the expiration date will be returned to AAN Bakery, this returned bread is named bread. In one return this loaf of bread can reach 131 packs of bread that will be sold for animal feed. The amount of bread returned shows that the marketing strategy used is not appropriate to attract the attention of consumers. The method to be used in this research is by SWOT method. The most appropriate marketing strategy is to separate each flavor from a combination of combinations into 1 packet of bread with a flavor variant and a discounting strategy that takes bread without refund. The average bread returned per month prior to the implementation of 131 breads and after the implementation of the new marketing strategy became 84 breads or decreased by 35.88%. The profit of bread before implementation is Rp 110.679.134 per month and after implementation Rp 125.929.134 or 13.39% increase.

Keywords: SME, marketing strategy, SWOT Analysis