

Analysis of the Marketing Strategy for Safety Gloves Using the SWOT Method at PT Prisma Alfath Sejahtera

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Abstract

Increasing competition in the Personal Protective Equipment (PPE) distribution industry requires companies to develop effective marketing strategies to enhance competitiveness and expand market share. PT Prisma Alfath Sejahtera, a safety glove distributor, faces several challenges, including growing market competition, limited digital marketing implementation, and changing purchasing behavior among industrial customers. This study aimed to formulate an appropriate marketing strategy by identifying the internal and external factors influencing the company's marketing performance. A descriptive qualitative approach was employed using the Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis method. Data were collected through direct observation, documentation, market analysis, and a review of relevant literature. The findings indicate that the company's primary strengths include high-quality products, competitive pricing, and responsive customer service, while its main weaknesses are limited digital marketing capabilities and the absence of an integrated customer relationship management system. Externally, increasing demand for Personal Protective Equipment (PPE), industrial expansion, and stricter occupational health and safety regulations provide significant business opportunities despite intense market competition.

Keywords: *marketing strategy, SWOT, business-to-business, personal protective equipment, safety gloves*

Abstrak

Persaingan yang semakin ketat dalam industri distribusi *Personal Protective Equipment* (PPE) mendorong perusahaan untuk mengembangkan strategi pemasaran yang mampu meningkatkan daya saing dan memperluas pangsa pasar. PT Prisma Alfath Sejahtera sebagai distributor sarung tangan keselamatan menghadapi berbagai tantangan, seperti meningkatnya jumlah kompetitor, keterbatasan pemasaran digital, dan perubahan perilaku pelanggan industri. Penelitian ini bertujuan untuk merumuskan strategi pemasaran yang tepat bagi PT Prisma Alfath Sejahtera melalui identifikasi faktor internal dan eksternal yang memengaruhi kinerja pemasaran perusahaan. Penelitian menggunakan pendekatan deskriptif kualitatif dengan metode analisis *Strengths, Weaknesses, Opportunities, dan Threats* (SWOT). Data diperoleh melalui observasi, dokumentasi, analisis pasar, serta studi literatur yang relevan. Hasil penelitian menunjukkan bahwa perusahaan memiliki kekuatan pada kualitas produk, harga yang kompetitif, dan pelayanan yang responsif, sedangkan kelemahan utama terletak pada implementasi pemasaran digital dan pengelolaan hubungan pelanggan yang belum optimal. Di sisi eksternal, meningkatnya kebutuhan *Personal Protective Equipment* (PPE), pertumbuhan kawasan industri, dan penerapan regulasi keselamatan kerja memberikan peluang yang besar, meskipun perusahaan juga menghadapi persaingan yang semakin ketat.

Kata Kunci: *strategi pemasaran, SWOT, business-to-business, peralatan pelindung pribadi, sarung tangan keselamatan*

1. Introduction

Occupational Health and Safety (OHS) is a critical aspect of creating a safe, healthy, and productive working environment across various industrial sectors [1]. The high number of workplace accidents in Indonesia indicates that the implementation of OHS remains a significant challenge requiring serious attention from both the government and industry stakeholders [2]. One of the primary efforts to control occupational hazards is the use of Personal Protective Equipment (PPE) in accordance with workplace risks [3]. The provision and use of PPE are mandated by Law No. 1 of 1970 concerning Occupational Safety and the Minister of Manpower Regulation No. 8 of 2010, which require employers to provide PPE free of charge to workers exposed to occupational hazards [4]. Consequently, the demand for PPE products, including

safety gloves, continues to increase in line with the expansion of industrial activities in Indonesia [5]. Previous researchers have reported that industrial growth has significantly contributed to the increasing demand for occupational safety equipment [6]. Safety gloves are among the most widely used PPE items because they protect workers from risks such as cuts, abrasions, chemical exposure, heat, electricity, and biological contamination [7]. Researchers have also emphasized that the use of safety gloves plays a crucial role in reducing workplace accidents and ensuring compliance with occupational safety standards. Other researchers further explained that the rapid expansion of industrial zones in West Java, particularly in Karawang, Bekasi, and Cikarang, has accelerated the demand for safety gloves as companies strive to comply with Occupational Health and Safety (OHS) regulations.

The increasing market demand for PPE products presents substantial business opportunities for companies engaged in the distribution of occupational safety equipment. However, intensifying competition among PPE distributors requires companies to develop effective marketing strategies to sustain their business performance. Previous researchers have demonstrated that SWOT analysis is an effective strategic tool for identifying internal and external business conditions, thereby enabling companies to formulate more targeted marketing strategies [8]. Other researchers have also concluded that SWOT analysis enhances organizational competitiveness by developing strategies based on the systematic evaluation of strengths, weaknesses, opportunities, and threats [9]. These findings indicate that SWOT analysis remains a relevant and practical framework for supporting strategic decision-making in highly competitive business environments [10]. Nevertheless, most previous studies have primarily focused on manufacturing firms or small and medium-sized enterprises, while limited attention has been given to the application of SWOT analysis in PPE distribution companies, particularly those specializing in safety gloves [11]. Moreover, existing studies generally emphasize strategic formulation without integrating customer prospecting activities and email marketing as market development initiatives.

PT Prisma Alfath Sejahtera is a company engaged in the distribution of safety gloves and other occupational safety equipment. During the implementation of the MBKM internship program, the company experienced stagnant business conditions, as indicated by a prolonged decline in incoming orders. This situation is presumed to be associated with suboptimal marketing strategies, a limited customer network, and the absence of a well-structured customer prospect management system. These issues need immediate attention because they may affect the company's sustainability amid increasingly competitive market conditions in the PPE industry. Therefore, a strategic analysis capable of providing a comprehensive overview of the company's internal and external conditions is required as a basis for developing appropriate marketing strategies.

This study employs the SWOT (Strengths, Weaknesses, Opportunities, and Threats) method to analyze the business conditions of PT Prisma Alfath Sejahtera. The novelty of this research lies in the integration of SWOT analysis with market research activities, customer prospect database development, and the implementation of email marketing within the context of a safety glove distribution company. This integrated approach is expected to generate marketing strategy recommendations that are not only conceptual but also practical and applicable to the company's actual needs. Accordingly, this study aims to analyze the internal and external factors affecting PT Prisma Alfath Sejahtera using SWOT analysis and to formulate relevant marketing strategies to support market expansion. The findings are expected to provide practical contributions for improving marketing effectiveness and expanding customer networks, as well as serving as a reference for future studies related to marketing strategies in PPE distribution companies.

2. Material and Methods

This study uses a qualitative descriptive approach with a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis method to identify internal and external factors that affect PT Prisma Alfath Sejahtera's marketing strategy and formulate alternative strategies that can be applied by the company. This approach was chosen because it is able to provide a comprehensive picture of the company's condition and the business environment faced so that it can be used as a basis for preparing a more effective marketing strategy. The research was carried out during the Merdeka Learning Independent Campus (MBKM) activity at PT Prisma Alfath Sejahtera in the period from February to June 2026 with a focus on marketing safety gloves products. The research was conducted on the assumption that the data obtained from the company, observation results, and information from field supervisors reflected the actual condition of the company during the research period [12].

Data collection was carried out using primary data and secondary data. Primary data was obtained through observation of the company's marketing activities, direct involvement in customer prospecting activities, email marketing, and customer database compilation, as well as discussions with field

supervisors. Meanwhile, secondary data was obtained from company documents, product catalogs, internal reports, company websites, marketplaces, industry directories, and various literature relevant to Business-to-Business (B2B), Personal Protective Equipment (PPE), and SWOT analysis [13]. The collected data is then analyzed in stages, starting from identifying company problems, collecting and grouping data, identifying strengths, weaknesses, opportunities, and threats, to compiling a SWOT matrix to produce alternative marketing strategies that suit the company's conditions [14].

Data analysis is carried out by grouping the company's internal factors into the categories of strengths and weaknesses, while external factors are grouped into the categories of opportunities and threats. Furthermore, these factors are combined in a SWOT matrix to produce SO (Strengths–Opportunities), WO (Weaknesses–Opportunities), ST (Strengths–Threats), and WT (Weaknesses–Threats) strategies. The results of the analysis are then interpreted to determine the most relevant marketing strategy for PT Prisma Alfath Sejahtera. Data validity is carried out through source triangulation by comparing observation results, company documents, market research results, and information from field supervisors to improve the accuracy of research results [15]. Because this study uses a qualitative descriptive approach, the research does not use inferential statistical testing, but focuses on the consistency of the data and the suitability of the analysis results with the actual conditions of the company [16].

3. Results and Discussion

Market Analysis of Safety Gloves

Market analysis was conducted to obtain a comprehensive understanding of the characteristics of the safety glove market as the basis for developing an effective marketing strategy for PT Prisma Alfath Sejahtera. The analysis focused on four key aspects: market price analysis, competitor analysis, market segmentation, and demand trend analysis. These aspects were selected because they provide valuable insights into market competition, customer needs, and business opportunities that can support the formulation of Business-to-Business (B2B) marketing strategies.

a. Market Price Analysis

The results indicate that the market price of safety gloves varies considerably depending on product type, material, protective function, and compliance with occupational safety standards. General-purpose gloves represent the lowest-priced category due to their widespread use in routine industrial activities and mass production. In contrast, electrical insulating gloves are sold at significantly higher prices because they must comply with strict electrical safety standards and are designed for high-risk working environments.

Table 1. Market Price Comparison of Safety Gloves

Safety Glove Type	Price Range (IDR/Pair)	Primary Application
General Purpose	5,000–15,000	General industrial operations
Cut Resistant	25,000–75,000	Metalworking and manufacturing
Chemical Resistant	20,000–60,000	Chemical and pharmaceutical industries
Heat Resistant	30,000–120,000	Welding and foundry operations
Disposable Nitrile	1,500–5,000	Healthcare, food processing, and laboratories
Electrical Insulating	150,000–500,000	Electrical maintenance and utilities

Based on **Table 1**, products designed for high-risk applications generally command higher market prices due to stricter safety requirements and specialized materials. This finding suggests that pricing strategies should not be applied uniformly across all product categories. Lower-priced products are more suitable for cost-efficiency strategies targeting bulk purchases, whereas premium products require a consultative selling approach that emphasizes product performance, regulatory compliance, and workplace safety benefits.

Furthermore, the findings indicate that purchasing decisions in the B2B market are influenced not only by price but also by product quality, certification, durability, and compliance with occupational safety regulations. Consequently, PT Prisma Alfath Sejahtera should adopt a value-based pricing strategy tailored to the operational requirements of different industrial sectors, allowing customers to perceive greater value beyond product cost alone.

b. Competitor Analysis

The safety glove distribution industry is characterized by intense competition among suppliers offering similar products and services. The competitor analysis revealed that major distributors generally

possess stronger digital capabilities, broader customer networks, and more comprehensive product portfolios than PT Prisma Alfath Sejahtera.

Table 2. Competitor Analysis

Aspect	Competitors	PT Prisma Alfath Sejahtera
Pricing Strategy	Competitive to Low-Cost	Competitive
Product Portfolio	Extensive	Comprehensive
Digital Presence	Strong	Developing
Customer Relationship	Well Established	Under Development
Customer Service	Good	Responsive and Flexible

The analysis indicates that PT Prisma Alfath Sejahtera's competitive advantage does not primarily lie in offering the lowest prices but rather in providing responsive customer service, flexible solutions, and customized product recommendations. This finding highlights the importance of adopting a service differentiation strategy, allowing the company to compete based on service quality rather than engaging in price competition.

Moreover, most competitors have integrated digital marketing channels into their business operations. Their websites, online catalogs, marketplaces, and professional social media platforms have become essential tools for attracting industrial customers. Therefore, PT Prisma Alfath Sejahtera should strengthen its digital presence through website optimization, digital product catalogs, search engine optimization (SEO), email marketing, and professional networking platforms such as LinkedIn to enhance market visibility and customer engagement.

c. Market Segmentation Analysis

The analysis identified significant differences in safety glove requirements across industrial sectors due to variations in operational activities, workplace hazards, and occupational safety standards. Consequently, customer segmentation becomes a crucial component in designing targeted marketing strategies.

Table 3. Priority Market Segments

Industrial Sector	Market Potential	Priority
Automotive Manufacturing	Very High	I
Electronics Manufacturing	Very High	I
Warehousing and Logistics	High	II
Construction	High	II
Chemical and Pharmaceutical	Moderate	III
Food Processing	Moderate	III
Mining	Moderate	III

Table 3 demonstrates that the automotive and electronics manufacturing sectors represent the most attractive target markets due to their continuous production activities and consistent demand for personal protective equipment (PPE). In contrast, industries such as pharmaceuticals and food processing require specialized safety gloves that comply with specific hygiene and safety regulations.

These findings suggest that a market segmentation strategy is more effective than mass marketing. By concentrating marketing resources on industries with the highest PPE consumption, PT Prisma Alfath Sejahtera can improve marketing efficiency, optimize resource allocation, and increase the probability of acquiring long-term industrial customers.

d. Demand Trend Analysis

The findings indicate that demand for safety gloves continues to increase, driven by industrial expansion and stricter implementation of occupational health and safety (OHS) regulations. Additionally, the rapid adoption of digital technologies has significantly transformed purchasing behavior within the B2B market.

Table 4. Factors Influencing Safety Glove Demand

Factor	Impact on Demand
Occupational Health and Safety Regulations	Increase in PPE demand
Industrial Area Expansion	Growth in potential customers
Digital Marketing Development	Easier supplier identification
Demand for Specialized Products	Higher demand for premium safety gloves
Market Competition	Encourages service differentiation

The analysis shows that growing demand is influenced not only by the increasing number of industrial companies but also by changes in customer purchasing behavior. Industrial buyers increasingly rely on digital platforms to evaluate suppliers before making purchasing decisions. Product specifications, certifications, pricing, supplier credibility, and after-sales services have become key evaluation criteria during the procurement process.

These findings imply that conventional marketing approaches alone are no longer sufficient to maintain competitiveness. PT Prisma Alfath Sejahtera should integrate digital marketing initiatives with relationship marketing strategies to strengthen customer engagement and expand market reach. The development of digital product catalogs, structured customer databases, scheduled email marketing campaigns, and professional online communication channels are expected to improve marketing effectiveness and generate sustainable competitive advantages.

Overall, the market analysis indicates that PT Prisma Alfath Sejahtera possesses substantial opportunities to strengthen its competitive position within the Indonesian safety glove market. The increasing demand for PPE, continuous industrial development, and rapid digital transformation create favorable market conditions. Nevertheless, the company must reinforce its service differentiation, optimize digital marketing capabilities, and implement a focused market segmentation strategy to achieve sustainable business growth in the highly competitive PPE distribution industry.

Internal and External Environment Analysis

The formulation of an effective marketing strategy requires a comprehensive understanding of both the internal capabilities of the company and the external business environment. Internal factors determine the organization's ability to compete by identifying its strengths and weaknesses, whereas external factors represent opportunities and threats that may influence business performance. In this study, these factors were identified through direct observation, market analysis, competitor benchmarking, company documentation, and discussions with company representatives. The identified factors subsequently served as the basis for the SWOT analysis and strategic formulation.

a. Demand Trend Analysis

Internal analysis revealed that PT Prisma Alfath Sejahtera possesses several competitive advantages that can support the development of its marketing strategy. These strengths primarily originate from the company's product quality, pricing strategy, customer service, and operational flexibility. At the same time, several organizational limitations were identified that may reduce the effectiveness of marketing activities and business expansion.

Table 5. Internal Factors of PT Prisma Alfath Sejahtera

Strengths	Weaknesses
High-quality safety gloves that comply with industrial standards	Limited brand awareness in the industrial market
Competitive pricing strategy	Limited digital marketing implementation
Responsive and flexible customer service	Absence of an integrated Customer Relationship Management (CRM) system
Wide range of safety glove products	Limited marketing personnel and resources
Ability to customize products according to customer requirements	Customer database management is still conducted manually

The findings indicate that product quality represents the company's primary competitive advantage. Industrial customers generally prioritize product reliability, compliance with occupational safety standards, and long-term durability over price alone. Therefore, certified products provide a significant competitive position within the B2B market. Competitive pricing also contributes positively to market competitiveness. However, competing solely on price may expose the company to price wars, particularly against distributors

offering low-cost imported products. Consequently, pricing should be combined with value-added services such as technical consultation, after-sales support, and customized product recommendations.

Despite these strengths, several internal weaknesses remain. The absence of an integrated CRM system limits the company's ability to manage customer relationships systematically. Customer information is currently stored manually, reducing the effectiveness of follow-up activities and limiting opportunities for repeat purchases. Furthermore, limited digital marketing capabilities constrain the company's visibility in an increasingly digitalized industrial procurement environment. These findings suggest that future marketing strategies should focus not only on increasing sales but also on strengthening organizational capabilities through digital transformation, customer relationship management, and marketing process optimization.

b. External Factor Analysis

The external environment presents numerous opportunities for business expansion while simultaneously exposing the company to increasing market competition. The analysis demonstrates that industrial growth and digital transformation have significantly influenced customer purchasing behavior and supplier selection.

Table 6. External Factors of PT Prisma Alfath Sejahtera

Opportunities	Threats
Increasing industrial demand for Personal Protective Equipment (PPE)	Intense competition among PPE distributors
Expansion of industrial estates in West Java	Low-cost imported products entering the domestic market
Growing awareness of Occupational Health and Safety (OHS) regulations	Fluctuating raw material prices
Rapid development of digital marketing technologies	Rapid technological changes in marketing practices
Increasing adoption of online procurement systems	Customers possess stronger bargaining power due to multiple supplier options

The increasing implementation of Occupational Health and Safety regulations has become one of the most significant growth drivers for the PPE industry. Manufacturing companies are required to provide certified protective equipment for employees, creating continuous demand for safety gloves across multiple industrial sectors. Furthermore, the expansion of industrial estates in West Java provides access to a broader customer base, particularly in the automotive, electronics, logistics, and manufacturing industries. This geographical advantage creates substantial opportunities for PT Prisma Alfath Sejahtera to expand its market coverage.

However, these opportunities are accompanied by considerable challenges. The Indonesian PPE market has become increasingly competitive due to the growing number of distributors and the availability of imported products at lower prices. Under these conditions, companies can no longer rely solely on competitive pricing. Instead, they must differentiate themselves through superior service quality, technical expertise, reliable delivery performance, and long-term customer relationships. Another important finding concerns the digital transformation of procurement practices. Industrial customers increasingly evaluate suppliers through digital channels before initiating business negotiations. Consequently, companies with limited digital visibility risk losing potential customers despite offering competitive products and prices.

c. Discussion of Internal and External Factors

The internal and external analyses indicate that PT Prisma Alfath Sejahtera operates within a market characterized by both substantial growth opportunities and intense competitive pressure. While the company possesses several internal strengths, including product quality, competitive pricing, and responsive customer service, these advantages alone are insufficient to ensure long-term competitiveness without improvements in digital marketing capabilities and customer relationship management. From a strategic perspective, the identified opportunities outweigh the external threats, suggesting that the company is well positioned to pursue business expansion through proactive marketing initiatives. Nevertheless, successful implementation requires strengthening internal capabilities to capitalize on favorable market conditions.

The findings also demonstrate that competitive advantage in the PPE distribution industry is increasingly shifting from product-oriented competition toward service-oriented and relationship-based competition. This transition reflects broader developments in Business-to-Business (B2B) marketing,

where customer value is created not only through product quality but also through supplier responsiveness, digital accessibility, technical support, and long-term partnership development. Overall, the identified internal and external factors provide a strong foundation for the subsequent stages of strategic analysis. These factors will be quantitatively evaluated through the Internal Factor Analysis Summary (IFAS) and External Factor Analysis Summary (EFAS) matrices to determine the company's strategic position and formulate the most appropriate marketing strategies.

Internal Factor Analysis Summary (IFAS) and External Factor Analysis Summary (EFAS)

To support the formulation of an effective marketing strategy, the identified internal and external factors were further evaluated using the Internal Factor Analysis Summary (IFAS) and External Factor Analysis Summary (EFAS). These matrices provide a systematic assessment of the relative importance of each factor by assigning weights and ratings, enabling the company to identify its strategic position objectively.

Table 7. Illustrative Internal Factor Analysis Summary (IFAS)

Internal Factors	Weight	Rating	Weighted Score
Strengths			
High product quality and compliance with industrial standards	0.15	4	0.6
Competitive pricing strategy	0.12	4	0.48
Responsive and flexible customer service	0.1	4	0.4
Comprehensive product portfolio	0.08	3	0.24
Ability to customize products	0.05	3	0.15
Weaknesses			
Limited brand awareness	0.12	2	0.24
Limited digital marketing implementation	0.1	2	0.2
Absence of CRM system	0.1	1	0.1
Limited marketing personnel	0.1	2	0.2
Manual customer database management	0.08	2	0.16
Total	1		2.77*

The illustrative IFAS results indicate that the company's internal strengths moderately outweigh its weaknesses. Product quality, competitive pricing, and responsive customer service contribute the highest weighted scores, demonstrating that these factors represent the company's primary competitive advantages. However, weaknesses related to digital marketing, customer relationship management, and marketing resources reduce the company's ability to fully capitalize on market opportunities. These findings suggest that strengthening organizational capabilities through digital transformation should become a strategic priority.

Table 8. Illustrative External Factor Analysis Summary (EFAS)

External Factors	Weight	Rating	Weighted Score
Opportunities			
Growing demand for PPE	0.18	4	0.72
Expansion of industrial estates	0.15	4	0.6
Increasing OHS awareness	0.12	4	0.48
Digital marketing development	0.1	3	0.3
Online procurement adoption	0.08	3	0.24
Threats			
Intense market competition	0.12	2	0.24
Low-cost imported products	0.1	2	0.2
Fluctuating raw material prices	0.06	2	0.12
Rapid technological changes	0.05	2	0.1
High customer bargaining power	0.04	2	0.08
Total	1		3.08*

The illustrative EFAS analysis indicates that PT Prisma Alfath Sejahtera operates in an external environment with considerable growth potential. The strongest opportunities arise from increasing industrial demand for personal protective equipment, the expansion of industrial estates, and stricter occupational health and safety regulations. These opportunities provide favorable conditions for market expansion. Nevertheless, increasing competition and the availability of low-cost imported products remain significant challenges, requiring the company to strengthen its value proposition through service quality, customer relationships, and digital marketing capabilities.

Interpretation of IFAS and EFAS Results

Based on this illustrative assessment, the IFAS score of 2.77 and the EFAS score of 3.08 suggest that PT Prisma Alfath Sejahtera has moderate internal capabilities while operating in an external environment characterized by substantial market opportunities. From a strategic perspective, this condition indicates that the company is well positioned to pursue growth by leveraging its strengths to capitalize on favorable market conditions while simultaneously improving internal capabilities related to digital marketing and customer relationship management. These findings provide the foundation for determining the company's position within the Internal–External (IE) Matrix and for formulating appropriate marketing strategies in the subsequent section.

4. Conclusion

This study aimed to formulate an appropriate marketing strategy for PT Prisma Alfath Sejahtera by analyzing the internal and external factors influencing the marketing of safety gloves in the Business-to-Business (B2B) market using SWOT analysis. The findings indicate that the company possesses several competitive strengths, including high-quality products, competitive pricing, responsive customer service, and the ability to meet specific customer requirements. Meanwhile, increasing demand for Personal Protective Equipment (PPE), industrial expansion, and stricter Occupational Health and Safety (OHS) regulations provide significant market opportunities despite the challenges posed by intense competition and low-cost imported products. Based on these findings, the proposed strategies emphasize strengthening digital marketing, improving customer relationship management, developing digital product catalogs, and implementing targeted market segmentation to enhance the company's competitiveness and expand its market share. The results of this study provide practical guidance for PT Prisma Alfath Sejahtera and other PPE distributors in developing more effective and sustainable B2B marketing strategies.

This study is limited to a single company and employs a qualitative SWOT approach, which may restrict the generalizability of the findings to other industrial contexts. Therefore, future research is recommended to integrate quantitative strategic analysis methods, such as the Internal Factor Analysis Summary (IFAS), External Factor Analysis Summary (EFAS), Internal–External (IE) Matrix, or Quantitative Strategic Planning Matrix (QSPM), to produce more objective strategic priorities. In addition, further studies may investigate the impact of digital marketing implementation, customer relationship management, and emerging technologies such as artificial intelligence on marketing performance and sustainable competitive advantage in the personal protective equipment distribution industry..

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