

**SWOT ANALYSIS TO IMPROVE COMPETITIVENESS
STRATEGIES IN MICRO SMALL AND MEDIUM
ENTERPRISES (MSMEs) "CAFE FANELCO" ON BENGKALIS
ISLAND**

Name : WIDIA
Student's Number : 5103201454
Supervisor : Muhammad Arif, M.Si

Abstract

Cafe Fanelco is an MSME that sells food and beverage products. This MSME was established in 2021. In order to survive and compete with other similar businesses, research was conducted to analyze internal and Ekternal factors to determine the right strategy. The objectives of this study are: (1) To analyze the competitiveness strategy of the Cafe Fanelco business. (2) To analyze the IFAS and EFAS strategies at the Cafe Fanelco business. (3) To analyze the SWOT analysis strategy applied by the Cafe Fanelco business. This type of research is a type of qualitative research. The research methods used are documentation, interviews, and questionnaires. The data analysis technique used uses SWOT Analysis which includes qualitative SWOT analysis, IFE matrix, EFE matrix, and grand strategy matrix. The results of this study indicate that: Cafe Fanelco prioritizes Japanese Food with quality ingredients and various promotions carried out to attract customers. Internal factors (Strengths and Weaknesses) and Ekternal factors (Opportunities and Threats). These results show that the total score of internal factors is 3.6 and the total score of Ekternal factors is 3.49 where from this factor obtained is included in quadrant 1. Quadrant 1 is a strategy that utilizes strengths and opportunities.

Keywords: SWOT Analysis, Competitiveness, MSME