# CHAPTER I

# INTRODUCTION

## 1.1 Background

The development of today business forces with strong production influenced by the scientific and technological revolution will then become the main force to accelerate the process. The era of globalization affects all areas of life starting from the socio economic in line with developments and progress. This is directly proportional to economic growth which is associated with an increase in average income and can increase product demand. In each business, Leaders will advance their business lines to achieve business goals by creating and developing sustainable advantages through increased business effort. Building a business is certainly not easy, of course it is considered the backbone of development in an economic sense, because it contributes to economic growth through creating jobs, innovation and growth.

This has sometimes led to the emergence of so much competition from food entrepreneurs, especially in the healthy food sector. There are various things that need to be considered by food entrepreneurs so that their products are superior to other products. So to respond to this business, it is necessary to innovate buying interest so that consumers make purchases by providing a comfortable and pleasant store atmosphere for customers, by providing promotions to discounts if each purchase and outlet location is easy to reach or a strategic place. One of them is by doing good marketing and market positioning that is designed to meet the desires of target market consumers.

One of the marketing strategies that can be used in the Bos Salad business is to use the Strategic Position and Action Evaluation (SPACE) Matrix. This matrix shows the evaluation of the position and strategic actions of a particular business. The SPACE matrix consists of four quadrants, each quadrant addressing the right alternative strategies for the Bos Salad business, namely. Aggressive, conservative, defensive and competitive. The Matrix can also be used as a basis

for research analysis. Therefore, strategy in creating competitive advantage is very important for the success of a business. One of the healthy foods that is currently popular with the public is or is known as "Bos Salad" in the city of Bengkalis which is a business healthy food and drinks from selected fruits that can be made into healthy snacks and drinks.

Fruit salad is also served with an interesting composition consisting of a mixture of various kinds of fruit as well and can be combined with milk and other ingredients. With a fresh and delicious taste, this healthy drink is the prima donna of the latest fruit preparations. Fruit salad is a healthy alternative, it can even prevent and treat several types of diseases. Fruits in salads are rich in nutrition, nutritional content, contain high fiber, also contain various vitamins and minerals which are very beneficial for the health of the body. Fruit salad is a healthy food that has its fans. The fruit salad market group is very specific, Usually the market is people with a healthy lifestyle or are on a diet. In general, fruit salad is also widely consumed by children and the elderly. Because fruit salad has a unique and healthy taste. Eating fruit salad is another way for those who don't like eating fruit directly. This is because fruit salad is usually mixed with other additional ingredients such as milk and yogurt. All the materials needed can also be obtained easily. Zakawali (2022)

Consuming delicious and healthy food is a pleasure in life. It is recommended to consume a variety of menus to support the growth and development of the body. Consuming various types of food can provide different nutrients, so that the nutrients needed by the body can be fulfilled as is now available at Boss Salad. It also provides drinks that are no less competitive with the food. Now the salad boss provides detox drinks with preseed juice. With a blend of fresh fruit, it becomes rich in sweet, sour and salty flavors that taste delicious. The formulation that has been carried out by this effort includes holding promotions through social media and providing price discounts and making product packaging that attracts consumers to buy the food. Salad is a culinary business that is growing rapidly, especially fruit salad, the packaging tends to be attractive and the selection of

various fruits can be the main attraction for connoisseurs. Young and old, men and women can enjoy this fruit salad. considering the importance for us to regularly consume fruits that are good for the body, and so that nutritional needs can be fulfilled. Not infrequently people choose fruit salad because it is considered to provide quite a lot of benefits, because there are various variants of fruit it.

The types of products marketed by "Bos Salad" in Bengkalis include Fruit Salad, pudding, dessert, super toast and many other fruit salad variants marketed at Bos Salad Bengkalis Outlet. However, based on the background described above with this research a scientific essay with the title: **"*Bos Salad Competitive Advantages Analysis Using Strategic Position And Action Evaluation (SPACE) Matrix Analysis*"**.

## 1.2 Formulation Of The Problem

From the background description above, some formulations of the problems can be described :

1. How is the Financial Strength in Bos Salad ?
2. How is the Competitive Advantage in Bos salad ?
3. How is the Environmental Stability in Bos Salad ?
4. How is Bos Salad Industrial Strength Position ?

## 1.3 Purpose Of The Study

From several problem formulations that have been described, it can be concluded that the reserch objectives are :

1. To find out and analyze the Financial Strength of Bos salad
2. To find out and analyze the Competitive Advantage of Bos salad
3. To find out and analyze the Environmental Stability of Bos salad
4. To find out and analyze the Industrial Strength of Bos salad

**1.4 Significance Of The Study**

The benefits to be achieved in conducting research entitled strategy in creating competitive advantage in Bos Salad in Bengkalis are as follows:

1. For Authors

   Adding insight and deepening theoretical knowledge, especially about Bos Salad Competitive Advantages Analysis Using Strategic Position And Action Evaluation (SPACE) Matrix Analysis.

2. For The Community

   As information material and increase knowledge and insight about supporting aspects in improving a business or independent product.

3. For Third Parties or Other Parties

   As material for information and consideration for other research that wants to improve the business of Bos Salad.

**1.5 Scope And Limitation Of The Problems**

Based on the background of the problem and existing identification, it can be seen that the problems involved are very broad. Therefore, this study focuses more on Bos Salad Competitive Advantages Analysis Using Strategic Position And Action Evaluation (SPACE) Matrix Analysis which will be used as research samples.

**1.6 Writing System**

To get a brief description of the parts that have been discussed in this thesis, the author reveals the description as follows:

**CHAPTER I: INTRODUCTION**

Chapter 1 explains the background, problem boundaries, problem formulation, research objectives, research benefits, scope and limitations of the problem and systematic report writing.

**CHAPTER II: LITERATURE REVIEW**

In CHAPTER 2 describes the literature review and the theoretical basis in the research used in completing the research.

**CHAPTER III: RESEARCH METHODOLOGY**

In CHAPTER 3, it is explained about the research implementation plan starting from the location, time, types, data sources, and data collection techniques and research data analysis.

**CHAPTER IV: RESULTS AND DISCUSSION**

In CHAPTER 4, the results of the research and discussions that have been carried out by means of interviews, research observations and other sources will be explained.

**CHAPTER V: CONCLUSIONS AND SUGGESTIONS**

In CHAPTER 5, conclusions and suggestions related to the research results will be explained.

**REFERENCES**
**ATTACHMENT**
**BIOGRAPHY WRITER**