

MARKETING STRATEGIES IN RETAIL BE SMART IN INCREASING SALES

Khoiriyah Trianti ¹, Muhammad Rizki Zaini ², Yasmin Nurul Zakkiya ³

¹ Department of Business Administration Universitas Islam Malang, Indonesia

Email : khoiriyah.trianti@unisma.ac.id¹, Rizkizein0@gmail.com ²; yasminzakkiya03@gmail.com ³

ABSTRACT

For a Be Smart Retail, a suitable marketing concept is a social marketing concept because current market conditions are a buyer's market, so customers are everything. Customer needs, desires and satisfaction must really be considered. Objective it was founded Sunday mart This is look for profit, The same with companies other Which Also look for profit. This research uses qualitative methods. Qualitative methods are research procedures that produce descriptive data: speech or writing and observable behavior of the people (subjects) themselves. It was concluded that Retail Be Smart has succeeded in implementing various effective marketing strategies to increase sales volume. It was concluded that Retail Be Smart has succeeded in implementing various effective marketing strategies to increase sales volume. By understanding the concept of market segmentation, determining the right target market, and determining a unique market position, Be Smart is able to attract consumer attention and maintain its advantage in the market. In addition, by using the right marketing mix, SWOT Analysis also helps a company to understand its internal strengths, identify external opportunities and threats.

Keywords: Marketing Strategy, Marketing Mix, Positioning, SWOT Analysis.

INTRODUCTION

Modern retail is often found in big city areas. Its development is now increasingly modern and has become a place frequently visited by the general public because its function is no longer just as a place to shop to buy products or services but as a place for recreation and entertainment. Modern retail is the last distribution channel that is very close to consumers. The existence of modern retail helps people meet their daily needs. Many modern retail locations are found near residential areas. The advantages offered by modern retail are not only in the availability of products or services but also in being able to fulfill the aspects that consumers need, namely comfort, cleanliness and safety.

Indonesian society indirectly tends to be consumptive. The fertilizer business sector which operates in the consumption sector, one of which is modern retail. In conditions like this, modern retail is not only easy to find in big cities but also easy to find in various regions.

Modern retail in Indonesia is developing along with increasing people's purchasing power. Indonesia managed to rank 4th in the 2021 Global Retail Development Index (GRDI) issued by global consulting company AT Kearney. GRDI is an index determined based on retail market developments in 35 selected countries around the world. With a population of 272 million people and national retail sales reaching 407 billion US dollars (6,044 trillion), the total GRDI value is 53.0. The Indonesian retail market is in 4th position out of 30 developing countries throughout the world. Indonesia obtained a score of 53.0 out of the highest score of 100 and is in 4th place. (<https://www.kompas.com> Uploaded in 2023). This shows that there is an increase in the growth of the retail development index in Indonesia.

There are several factors that encourage the rapid growth of the modern market, namely: the behavior of society (households) in Indonesia. Based on research, household consumer behavior in Indonesia is very high, showing that Indonesians are the people who shop most often. Other factors are comfort, safety and completeness as well as competitive prices; There is a stigma in society that traditional markets are shabby, dirty, seem uncomfortable and unsafe, so it is more comfortable to shop in modern markets.

The modern market does not yet have regulations that clearly regulate its activities, only in the Draft Government Regulation (RPP); However, establishing a business or its business permit (IUPM) is regulated by the central and regional governments. For example, a Modern Market Business Permit (IUPM) is granted by the central government, in this case the trade department, if the business building area is more than 20,000m², whereas the regional government grants a business permit if the business building area is below 20,000m². For example, the DKI Jakarta government issued Regional Regulation (PERDA) no. 2 of 2002 concerning private markets³. This regulation is the basis for the establishment of the modern market in DKI Jakarta.

Competition in retail in Indonesia is something that marketers must face to gain an advantage over their competitors. Strategy is something important that must be carried out by marketers by having knowledge about the shopping behavior of consumers/customers as the target market. For the business world operating in the private market sector which is a profit-oriented business entity, marketing activities are a primary need and are a must to carry out.

In marketing activities, Retail Be Smart must determine its marketing concept, because the marketing concept used in marketing determines the objectives of the marketing itself. For a Be Smart Retail, a suitable marketing concept is a social marketing concept because current

market conditions are a buyer's market, so customers are everything. Customer needs, desires and satisfaction must really be considered, while the aim of this concept is so that customers remain loyal to shop at that place. Considering the importance of marketing activities and curiosity about how effective the marketing carried out by Retail Be Smart is in attracting people to shop at that place to increase sales.

Mrs Debriana Yuniawati gave the name Be Smart because of her Assessing that people nowadays tend to remember that residential areas are mostly entrepreneurs, the phrase be smart will be easier to remember. In his business For more expand region the market, so management distributes brochures and banners in other areas. After seeing the development of the existing business, it is growing rapidly fast so, For To further maximize retail performance, Be Smart carries out employee recruitment and adds divisions to maximize performance and sales.

In 2019, Be Smart retail is aware of technology, so Be Smart added modern facilities, namely by opening electronic wallet payments of all types and being active on social media so that this retail is modern-based and will be developed every year. One of the goals it was founded Sunday mart This is look for profit, The same with companies other Which Also look for profit.

LITERATURE REVIEW

MARKETING STRATEGY

The word "strategy" comes from the Greek word "strategas" (stratos: military and Ag: lead) which means "generalship" or something done by warlords in making plans to win the war. This concept was relevant in ancient times which were often characterized by war where warlords were needed to lead an army (Hendrawan Supratikno, 2003)

Corporate strategy is a long-term plan designed to select the various businesses that a company should enter. This strategy identifies the markets that will be served (identified in the form of needs or customers or both), as well as product or service lines that will be produced based on an assessment of the resource environment and company targets. Marketing is a system of interconnected activities, aimed at planning, determining prices, promoting and distributing goods and services to buyers (Basu Private And Irawan, 1990). The aim of marketing is to understand consumers' wants and needs so that the product or service is suitable for consumers so that the product or service can sell itself.

Formulating a marketing strategy means carrying out a three-step procedure systematically, starting from market segmentation, determining the target market and determining market position.

1. Market Segmentation

Market segmentation is the process of dividing the market into different groups of buyers based on needs, characteristics or behavior which requires its own marketing mix and product mix, or in other words market segmentation is the basis for knowing that each market consists of several different segments. . Variables for market segmentation consist of: Geographic segmentation, demographic segmentation, psychographic segmentation, segmentation according to behavior.

2. Target Market Determination

In general, determining the target market is the process of evaluating each market segment's attractiveness and selecting one or more segments to enter. Determine the target market by developing segment sizes and attractiveness, then selecting the desired segment. Segments that need to be evaluated in terms of: segment size and growth, segment attractiveness, as well as targets and resources owned by the company (Nugroho J. Setiadi, 2005). Segment size and growth, Segment attractiveness, Company goals and resources

3. Market Positioning

Market positioning is arranging a product or service to occupy a clear, distinct and desired place by target consumers compared to competitors' products. In positioning its product, the company must offer greater value to the target segment it chooses by setting a lower price compared to other competitors.

The market positioning strategy consists of: basic attributes (cheap or expensive price), according to user class (shampoo for adults or for children) and according to product class (beauty soap) Cashmere And Jakfar, 2003.

MARKETING MIX (MARKETING MIX) 4P

Price is the only element of the marketing mix that provides income for the company, price is a measure of product quality and price is an element of the marketing mix that is flexible, meaning it can change quickly. Price setting is not within the authority of company leaders, but price determination is seen based on government decisions.

The marketing mix is a set of variables that can be used by companies to influence consumers (buyers), where the variables of the marketing mix consist of 4 variables:

1. Product Strategy (Product)

A product is anything that has value in the target market and provides benefits and satisfaction in the form of goods and services. The product strategy carried out by a company in developing its products is determining the logo and motto, creating a brand, creating packaging and labeling decisions.

2. Price Strategy (Price)

Price is the only element of the marketing mix that provides income for the company, price is a measure of product quality and price is an element of the marketing mix that is flexible, meaning it can change quickly. Price setting is not within the authority of company leaders, but price determination is seen based on government decisions. Therefore, price determination by a company is intended with various objectives to be achieved, the objectives of pricing in general are to survive, to maximize profits, to increase market share, product quality and because of competitors.

3. Distribution Strategy (Place)

Distribution is a strategy that is closely related to the company's efforts to distribute goods and services to consumers. The factors that influence distribution strategy are Buyer Considerations or Market Factors, Producer Factors or Supervision and Financial considerations.

4. Promotion Strategy (Promotion)

Without promotions, consumers should not be expected to be able to get to know the products or services offered, therefore promotions are the most effective means of finding or retaining existing customers. One of the goals of promotion is to introduce or promote all types of products offered and try to attract potential customers. There are four types of promotional tools that can be used by every company to promote its products and services, namely Advertising, Sales Promotion, Publicity and Personal Selling.

SWOT ANALYSIS

SWOT stands for English Strengths, Weaknesses, Opportunities and Threats. SWOT analysis is a systematic identification of various factors to formulate company strategy. This analysis is based on a logic that maximizes strengths and opportunities. The strategic decision making process is always related to the development of the company's mission, goals, strategies and policies. Thus, strategic planning must analyze the company's strategic factors (strengths, weaknesses, opportunities and threats) in the current conditions. This is called situation analysis, the most popular model for situation analysis is SWOT analysis.

The use of SWOT analysis actually emerged thousands of years ago from a simple form, used in developing strategies to defeat enemies in war (Freddy Rangkuti, 2006). As the saying goes "know your enemy, know yourself, your victory is not threatened. Know the terrain, know the weather, your victory will be complete" (Umar Hasan, 2007).

METHODS

This research uses qualitative methods. Qualitative methods are research procedures that produce descriptive data: speech or writing and observable behavior of the people (subjects) themselves. This approach directly shows the setting and individuals in that setting as a whole, the subject of investigation, whether in the form of organizations or individuals, is not narrowed down to separate variables or hypotheses, but is seen as part of the whole (Arief Furchan, 1992). Which produces descriptive and written data with information from people involved in the object, in this case the party in charge of handling marketing strategies.

In the research, the author used several data collection techniques related to the discussion. The data collection techniques are:

- a. Observation is the first method used in scientific research. And this means systematic observation and recording of the phenomena under investigation.
- b. An interview is a method used with the aim of obtaining information or a position orally. In connection with this thesis, direct interviews were conducted with the parties in charge of the Ratail Be Smart marketing strategy.

DISCUSSION

Implementation of Marketing Strategy

The marketing strategy carried out by Be Smart is by selecting and formulating the target market, namely using segmenting, targeting and positioning strategies. Apart from that, by developing a marketing mix which consists of four elements, namely product, price, distribution and promotion, which by using this marketing strategy formulation aims to attract buyers and retain existing customers.

For more details regarding the marketing strategy at Be Smart, here is the description:

1. Segmenting or market segmentation,

There are four main variables used in segmenting the market, including:

- a. Geographic or regional segmentation

Geographic segmentation divides the market into several geographic units such as countries, cities or housing complexes. Be Smart, in determining its geographical segmentation, focuses more on the areas or areas around the Blimbing housing complex, Malang city. In this area there are densely populated settlements, which are the market for Be Smart.

b. Demographic segmentation

Based on the demographic variables above, Be Smart created a concept, namely a place to shop for families. So in this demographic segmentation, Be Smart targets all the variables in this demographic segmentation such as age group, religion, race and gender. Starting from children, adults, fathers, mothers, men and women.

c. Psychographic segmentation

Be Smart in its psychographic segmentation focuses more on the upper middle social class, because Be Smart itself is a retail and its location is on the outskirts of the city, where the average population has an upper middle income.

2. Targeting or determining the target market

Namely choosing the size or breadth of the segment according to Be Smart's ability to enter that segment. Based on the segments above, Be Smart determines its target market is mothers. Because mothers often shop for their family's needs. However, this does not rule out the possibility for other than mothers because, at Be Smart itself, there are quite complete items available for all ages and genders.

3. Positioning or determining the market

Namely determining the competitive position for a product or service in a market. Be Smart positions its company differently from other retailers, namely as a retailer whose principle is that consumer comfort is more important, in this area there is no retail like this, so the market will open. Things that differentiate between other retailers and Be Smart, such as if there is a damaged item or the wrong item purchased, can be exchanged or returned as long as the packaging is not damaged.

Meanwhile, the four elements contained in the marketing mix implemented by Be Smart are as follows:

1. Product Strategy.

Strategy product Which done by Be Smart inside developthe product with:

a. Create a Logo or Motto.

The logo for Be Smart is the words Be Smart and Mart. The Be Smart logo has the meaning or significance of each word. The meaning of Be Smart is smart shopping. Where the name used comes from English, where there is a product that is always there when consumers need it. The aim of making this logo is to make this retail better known to the public. Be Smart retail is so that this retail is better remembered by consumers. Meanwhile, the motto is a series of words that contain the company's vision and mission in serving the community which is the most important.

b. Make products cheaper.

Apart from selling existing products, Be Smart also makes products with its own Be Smart brand. The aim of making this product is to increase the efficiency of an item by not reducing the quality or weight, so that the price is cheaper and people can buy and enjoy it.

c. Providing Be Smart member card facilities.

Be Smart makes member cards that can be used for shopping, where payments can be made in installments. Another advantage of this member card is that every time you shop Rp. 20,000 or multiples will get points which will later be collected and the points can be exchanged for prizes.

d. Delivery Service.

This is the newest product made by Be Smart. The aim of Be Smart providing this service is to make it easier for buyers or consumers. So, buyers only need to go through Be Smart's social media chat or call Be Smart and say the goods he wants to buy will be delivered to the buyer's house and Payment at home without shipping costs. As for the distance can be delivered is 5 Km/around Jl. Blimbing Indah Megah No.46 block L1, Purwodadi, Kec. Blimbing, Malang City, East Java 65126. Many companies have used this service. But not close the possibility that society can Also use service This.

2. Pricing Strategy.

Determining Be Smart's marketing strategy in terms of price by looking at or comparing the price of an item first with the price of the same item at its competitors. Be Smart in determining prices, it doesn't always have to be cheaper than its competitors' prices, but it can be cheaper, the same as its competitors' prices or slightly

more expensive than its competitors' prices by increasing or improving the quality of the goods.

For example, for one type of product, a competitor's price is cheaper, then the company will see whether the price can be lowered or sold at the same price. It all depends on company policy by looking at the various factors that influence it.

3. Promotion Strategy.

According to Philip Kotler, marketing promotion or communication consists of four important means or tools, namely: advertising, sales promotion, publicity and personal selling. The promotional activities carried out by Ahad Mart in marketing its products are as follows:

a. Advertising (advertising)

The following are the advertising tools or media used by Ahad Mart in marketing its products, including:

1. Through social media platforms (WA, IG, FB, and Tik Tok).
2. Put up a banner.

b. Sales Promotion (sales promotion)

Ahad Mart carries out sales promotion activities by giving prizes for every purchase of goods amounting to Rp. 20,000 or multiples thereof, also provide discount prices for certain products and provide prizes for certain products that have been provided by the product manufacturer.

c. Publicity

Publicity activities carried out by Be Smart are by becoming a donor or sponsor for events, whether carried out by the local community, companies or student events.

SWOT Analysis of Ahad Mart Marketing Strategy

The most important foundation for understanding an organization's internal analysis is an understanding of how the organization's internal strengths and weaknesses match the opportunities and threats that exist in its environment. This analysis is called a SWOT analysis. The aim is to develop long-term strategies so that the company's direction and goals can be achieved clearly and decisions can be made immediately. With SWOT analysis, entrepreneurs can compare internal and external company factors.

1. Strengths (sterngths) of Be Smart's marketing strategy.

The strengths possessed by Be Smart are:

a. Strategic retail location.

The location of Be Smart is right in the Araya Purwodadi housing complex and also around the location there are densely populated residential areas and there is a company area in the form of CV. This is a strength for Be Smart in its marketing strategy because it makes it easier for potential consumers to find out about the place and is also in accordance with the target market that has been determined by Be Smart.

b. There is a right to return the goods).

Be Smart applies that goods that have been purchased can be returned as long as the packaging is not damaged and in accordance with the agreement when paying. For example, a father buys the wrong brand of milk for his child and wants to exchange it, this can be allowed according to the agreement. This is what differentiates it from other retailers and can also be a strength for Be Smart in its marketing strategy.

c. Delivery service facilities.

This is one of the strategies carried out by Be Smart to make its customers comfortable. So customers only need to call or via chat message to Be Smart and state the items they want to buy or order, then they will be delivered to the customer's house and there is no delivery fee.

d. Be Smart member card facility.

The Be Smart member card is a strategy from Be Smart to make it easier for its customers to carry out payment transactions. The form of this membership card is a card that can be used for shopping and the payment can be paid in installments. The advantage of this Be Smart member card is that buyers do not have to pay for their purchases in cash but can do so in installments. Apart from that, another advantage of shopping with a member card is that you will get points from every purchase that will be collected and after six months you will get a prize from the points that have been collected.

e. Cleanliness and ease of finding items.

Be Smart always maintains the cleanliness of its premises and the cleanliness of its merchandise. This is done because cleanliness is part of decision making and also so that customers feel comfortable shopping because the place is clean. Be Smart,

in arranging its merchandise, groups goods according to their types, so that customers can easily find the items they need.

- f. The friendliness and harmony of Ahad Mart employee uniforms.

The employees at Be Smart are always friendly to their customers and are always ready to help customers who need help, such as finding the items they need and helping carry their purchases. This is part of the services provided by Be Smart in looking after its customers. Apart from that, Be Smart employees keep their customers coming back to shop at Be Smart by sending messages to their customers via social media. This is to create a more family atmosphere between Be Smart and its customers.

2. Weaknesses of Be Smart's marketing strategy.

Meanwhile, the weaknesses of Be Smart are:

- a. Capital problems.

The capital owned by Ahad Mart is not as large as that of its competitors because this is a family business that does not have too much capital. This is different from its competitors which are owned by foreign companies which in fact have very large funds. So in carrying out marketing strategies it is less than optimal, especially in promotions compared to competitors who carry out massive promotions.

- b. The new Be Smart age.

The new Ahad Mart is the same age as corn, far compared to other mini markets, so the local community is still not familiar with Be Smart. Be Smart itself was only founded in 2012. If Be Smart wants to be better known, it must fight harder in socializing it to the public.

- c. Promotion is still lacking.

The promotions carried out by Ahad Mart, especially in advertising, are still less than optimal even though advertising is one of the most effective promotional media and is in demand by the public. This can be seen from the advertising promotions carried out by Be Smart, which only promotes through social media and puts up banners around shops in the area. Be Smart focuses more on publicity promotions which are cheaper than advertising.

- d. Marketing human resources are still lacking.

Be Smart's marketing human resources are still lacking, because in its organizational structure there is no marketing team. Marketing tasks are carried out

by all employees, so there is less focus on marketing and employees are not equipped with adequate marketing knowledge.

3. Be Smart marketing strategy opportunities.

Opportunities that Be Smart has:

a. There are many residential areas around Be Smart.

The aim of establishing Be Smart around densely populated residential areas and the absence of retail or mini markets in the area is to reach markets that have not been touched by other parties, so this is an opportunity for Be Smart itself because in setting its target, Be Smart targets families as potential customers. potential.

b. Society's need for goods is increasingly complex.

At this time, people's basic needs are increasing, so they need a place that sells complete basic necessities, so that people don't need to go to various places just to get their basic needs.

4. Be Smart marketing strategy threats.

Threats that Be Smart will face:

a. Many competitors.

Competition in the retail business is quite tough because currently there are many competitors. Competitors that have just opened include Alfa Mart and Indomart, whose competitors are already widely known by the public and have large funds. Apart from other retailers, competition also occurs with super markets and mini markets which are starting to open their businesses to outlying areas.

b. People's purchasing power decreases.

People's purchasing power will decrease if there is an increase in the prices of basic necessities. With the increase in the prices of goods, Be Smart will also adjust the rising prices of goods by increasing prices, so that buyers will decrease. The impact for Be Smart is a decline in sales.

c. There is unrest in society.

For example, there is concern in society, such as baby formula containing sugar, which is widely covered by the mass media. With this news, people are worried about buying formula milk for their children. Even if the unrest in society does not last long, this could also be a threat to Be Smart in terms of sales.

5. Alternative strategies

Alternative strategies are the result of the author's comparison of Be Smart's strengths, weaknesses, opportunities and threats, in accordance with the rules in the book, SWOT Analysis Techniques for Dissecting Business Cases, written by Fredy Rangkuty. After knowing the internal (strengths and weaknesses) and external factors (opportunities and threats), then we will determine the strategies that can be used by Ahad Mart in marketing its place. According to the author, the best strategy to use is using the SWOT matrix. The advantage of the SWOT matrix is that it can clearly describe how the opportunities and threats faced by the company can be adjusted to its strengths and weaknesses. Based on the information (data) regarding strengths, weaknesses, opportunities and threats above, Ahad Mart can take the following strategies:

a. Strategy (1) = SO

After seeing the strengths of Be Smart in the form of: Ahad mart's strategic location, there is the right to return goods, there are delivery service facilities, cleanliness of the place and ease of finding goods and the friendliness and harmony of the uniforms of Be Smart employees.

Opportunities include: around Be Smart there are many residential areas, people's needs for goods are increasingly complex and there are no super markets or mini markets with the same concept as Be Smart. Be Smart can provide items that do not currently exist and create new programs to attract public interest.

b. Strategy (2) = ST

At Sunday Mart, the strengths are: Be Smart's strategic location, there is the right to return goods, the goods sold are halal, there are delivery service facilities, cleanliness of the place and ease of finding goods and the friendliness and harmony of Be Smart employee uniforms.

Meanwhile, the threats are in the form of: Many competitors, declining people's purchasing power and unrest in society. Ahad mart can overcome this by maintaining and improving its service to buyers, building good relationships with existing customers and in determining prices, prices at Be Smart must be able to compete with competitors.

c. Strategy (3) = WO

This strategy is implemented based on exploiting existing opportunities by minimizing existing weaknesses.

Weaknesses in marketing at Ahad Mart include: lack of capital, the new age of Be Smart, insufficient promotions and insufficient marketing human resources.

The opportunities that Be Smart has are: around Be Smart there are many residential areas, people's needs for goods are increasingly complex and there are no super markets or mini markets that have the same concept as Be Smart.

Things that Be Smart must do to minimize its weaknesses include training its employees so that their employees are able to do marketing and not just do existing tasks, carry out promotions that do not require large costs, for example through word of mouth and create a good image in front of the public. through social service activities.

d. Strategy (4) = WT

This strategy was taken when the company experienced a difficult situation with various internal threats and weaknesses. This activity is innovative and seeks to minimize existing weaknesses and avoid threats.

Seeing Ahad Mart's weaknesses in the form of: lack of capital, Ahad Mart's new age, insufficient promotions and insufficient marketing human resources. Seeing threats in the form of: Many competitors, declining people's purchasing power and unrest in society. To overcome this problem, Ahad Mart can carry out more effective outreach to all levels of society.

The following is a SWOT matrix diagram which contains strategies that can be taken after combining internal and external data.

IFAS

STRENGTH (S)

1. Location Which strategic.
 2. There is right to return goods. .
 3. Delivery facility.
 4. Cleanliness and ease of searching goods.
- Friendliness and harmony employee uniform.

WEAKNESS (W)

1. Lack capital.

2. Be Smart AgeStill new.
3. Promotion Which not enough has been done.

EFAS

OPPORTUNITY (O)

1. There are many settlements around Be Smart resident.
2. community needsabout things the more complex.
3. There are no minis yet market conceptThe same.

THREAT (T)

1. Many competitors
2. Anxiety inpublic.
3. People's purchasing powerdecrease.

SO 1. Complete items-items that don't exist yet on moment This Create a program - new program for interesting interest public	WO 1. Conduct training towards his employees 2. Do promotions which is not necessary huge costs Create an image good in front society through social service activities.
ST 1. Keep looking after and increase service tobuyer	W.T Carry out socialization which is more effectiveall layers public.

2. Building relationships good with customer Which Already There is Prices must be competitive with competitors	
---	--

Power HR marketing Which not enough. Based on this approach, various possible alternative strategies can be determined that Be Smart can take, in this case the company can take strategies in carrying out its marketing activities as follows: "SWOT results"

- a. Expanding its distribution network.
- b. Continue to maintain and maintain services.
- c. Maintain good relationships and retain existing customers.
- d. Maintaining principles, vision and mission, as well as maintaining healthy competition.
- e. Expand, for example, through word of mouth or also by placing promotional program banners and increasing the efficiency of social media.

CONCLUSION

From the discussion above, it can be concluded that Retail Be Smart has succeeded in implementing various effective marketing strategies to increase sales volume. By understanding the concept of market segmentation, determining the right target market, and determining a unique market position, Be Smart is able to attract consumer attention and maintain its advantage in the market. In addition, by using the right marketing mix, such as innovative product strategies, competitive pricing, efficient distribution, and creative promotions, Be Smart can strengthen its brand image and increase customer satisfaction. SWOT analysis also helps companies to understand their internal strengths, identify external opportunities and threats, so that they can formulate more effective strategies in facing market competition. Thus, the overall marketing strategy implemented by Retail Be Smart has been successful in increasing sales volume and strengthening its position in the retail market.

Thank-you note

Thanks are expressed to the supervisor of this article, namely Mr. Rio Era Deka, S. Pd., MM, who has provided direction and guidance for the author.

Don't forget to also convey a big thank you to the owner of Be Smart , namely Mrs. Debriana Yuniawati , who has helped the writing of this article run smoothly. .

REFERENCES

- Abdullah, Ali. (December 2007). 2008 Retail Market Remains Promising. Retrieved May 20, 2008 from <http://aliasabdullah.blogspot.com>
- Andari, Susi Novi. (2013) Alternatives for Improving the Layout of Persada Supermarkets through a Consumer Behavior Approach using the Market Basket Analysis Method Journal of Industrial Systems Engineering and Management Vol 1. No. 3 Aulia, Astri S. Elmanisa, Adisti Midella. Myra P Gunawan (2009) Spatial Distribution Patterns of Minimarkets in Small Cities. Journal of Regional and Urban Planning Vol. 20 No. 2
- Baker, Bruce D., Margaret Terry Orr, and Michelle D. Young (2009) Educational Administration Quarterly: Academic Drift, Institutional Production, and Professional Distribution of Graduate Degrees in Educational Leadership, Vol 43, NO 3: 27
- Basu Private, Dharmesta and Irawan. (2008). Modern Marketing Management. Yogyakarta: Liberty Kotler, Philip and Kevin L Keller. (2009). Marketing Management Volume 2. Jakarta: Erlangga.
- Deka, R. E., Evasoyaningrum, I. D., Pratiwi, N. D., Fransisca, D. V., Sari, H. A., Maulinda, I., & Salsabila, N. A. (2023). ANALYSIS OF BUSINESS FEASIBILITY STUDY ON SPICYPEDIA MSME DEVELOPMENT. *International Journal of Entrepreneur and Business Administration*, 1(1), 1-16.
- Deka, R. E., Nurhajati, N., & Rachma, N. (2019). Pengaruh brand association dan brand awareness terhadap brand loyalty melalui brand trust pada start up fintech OVO. *Jurnal Ilmu Manajemen (JIMMU)*, 4(1), 96-107.

- Deka, R. E., Trianti, K., & Nuringwahyu, S. (2024, February). GENERATING MSMEs BUSINESS THROUGH PENTA HELIX AS A PROGRESSIVE ECONOMY. In *The 3rd ICOMSH Volume 3, 2023*.
- Fitrah, AT, & Aslami, N. (2022). The Role of Agents in Determining Marketing Planning and Increasing Customer Interest in Sharia Insurance Products. *Campus Pulpit: Journal of Islamic Education and Religion*, 21(1), 25-33.
- Kotler & Armstrong. (2008). *Marketing Principles Volume 1*. (Translated by: Bob Sabran, MM). Jakarta: Erlangga Publishers.
- Laksana Fajar, (2008) *Marketing Management*, first edition, Yogyakarta: Graha Ilmu, 2008
- Pieter Gunawan Widjaya. (2017). *Segmenting, Targeting, Positioning and Marketing Mix Analysis at PT. Pure Jaya*
- Nugroho J. Setiadi, *Behavior consumer : Draft And Implications For Strategy Andstudy Marketing* , (Jakarta, Kencana, 2008), ed 1, cet. The 3rd, p.56
- Nurhajati, N., Rachma, N., & Deka, R. E. (2018, March). THE ROLE OF ISLAMIC ECONOMIC EDUCATION IN INDONESIAN ECONOMY. In *International Conference on" Islam Nusantara, National Integrity, and World Peace" 2018*.
- Philip Kotler And Gary Armstrong, *The Basics Marketing*, (Jakarta, PT. Index. 2003), edition ninth, volume 1, p.337