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Analysis of Marketing Strategies in Increasing Export Sales of Arabica Coffee at MDC Coffee House

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ABSTRACT: This study analyzes the marketing strategy implemented by MDC Coffee House to increase Arabica coffee export sales. Using a qualitative descriptive approach, the study identifies the strengths, weaknesses, opportunities, and threats facing the company through SWOT analysis, IFAS matrix, and EFAS. The results of the analysis show that MDC Coffee House has an IFAS value of 2.85 and an EFAS of 3.35, which indicates a strong internal position and a good response to external opportunities. Additionally, the GE Matrix indicates that the company is in the investment and development category, necessitating the implementation of an aggressive growth strategy. Recommended strategies include strengthening networks and transparency with suppliers, as well as diversifying products to meet diverse consumer demands. Furthermore, the study highlights the importance of leveraging technological advancements and regional economic developments to enhance competitiveness. By focusing on quality control and effective marketing communication, MDC Coffee House can further solidify its position in the global coffee market. This research is expected to provide valuable insights for academics, companies, and researchers regarding the importance of marketing strategies in increasing sales in the international market and fostering sustainable growth. The findings can also be a reference for similar enterprises aiming to enhance their export performance.

Keywords: marketing strategy, export sales, arabica coffee

INTRODUCTION

Strategy comes from the Greek word Strategia (*Stratos* which means military, and *ag* means leading), which means art or science to become a general. This concept is relevant to the situation in the past which was often colored by war, where generals were needed to lead an army in order to always win wars. Strategy can also be interpreted as a plan for the distribution and use of military and material forces in certain areas to achieve certain goals. Military strategy is based on an understanding of the strength and positioning of the opponent's position, the physical characteristics of the battlefield, the strength and character of available resources, the system of people occupying a particular territory, as well as anticipation of any changes that may occur. Strategy is a broad set that describes how a company must operate to achieve its goals (Tjiptono, 2002).

Understanding marketing strategies has an important and diverse role for a company. Business people understand that, several reasons why it is important to understand marketing strategies (Darsana, et al., 2023). Marketing strategies assist companies in achieving their business goals. By understanding the right marketing strategy, companies can effectively direct their resources and efforts to increase sales, expand market share, increase brand

awareness, or achieve other business goals. A good marketing strategy allows companies to differentiate themselves from competitors and build a competitive advantage.

According to Darsana, et al. (2023) Understanding the market environment, consumer behavior, and customer needs, companies can develop a unique value proposition, target the right market segments, and develop effective money marketing strategies to overcome competition. With a marketing strategy, it can also help management in making better decisions. This can be achieved through a deep understanding of the market, customers, and industry trends, companies can conduct better analysis, identify opportunities and threats, and design more effective strategies. This allows companies to reduce risk and increase the chances of success. In addition, understanding marketing strategies helps companies to adjust to these changes. By monitoring market trends, collecting market data, and conducting analysis.

Marketing Management is a series of processes for analyzing, planning, implementing, as well as supervising and controlling a marketing activity where the goal is to achieve the company's targets effectively and efficiently. It can also be interpreted as a tool for analyzing, planning, implementing and controlling a program in a company that has been designed to create, build and also maintain exchanges in order to provide benefits (Idrasari, 2019).

In line with that (Indrasari, 2019) said that marketing is one of the most important activities in the business world. In today's business conditions, marketing is the driver to increase sales so that the company's goals can be achieved. Having knowledge about marketing is important for a company when faced with problems, such as a decrease in company revenue caused by a decrease in power, consumers buy a product so that it has an impact on slowing down growth in the company.

Marketing management is an integral process in business that includes a systematic and coordinated set of activities. This process involves market analysis to understand consumer needs and wants, strategic planning to determine marketing directions and policies, implementation of marketing programs designed to reach and influence the target market, as well as control and evaluation to ensure that all these efforts are carried out in accordance with the goals that have been set. The essence of marketing management is to create, build, and maintain a beneficial relationship between the company and the consumer, which ultimately aims to achieve the organization's long-term success. Through a structured approach, marketing management focuses not only on selling products or services, but also on meeting customer needs. the formation of loyalty, and increasing brand value (Wahyudi et al., 2024).

The company was founded by Mahdi Usati after resigning from his old job in 2018. With the passion and vision to develop the coffee industry, the owner decided to start his own business. The initial capital used is 200 kg of green beans coffee obtained from an investor. Since that initial step, the company has continued to innovate and invest in important assets. Among them is the purchase of sorting tables, which allows companies to improve product quality and operational efficiency.

In 2019, the company reached a significant milestone by securing its first export contract of 19 tonnes of coffee to the UK. This success marks the beginning of the company's journey in the global market and is a driver for greater growth. Since then, the company has continued to grow rapidly with the addition of assets and increased production capacity. With a commitment to quality and service, the company is determined to become one of the main players in the coffee industry, both domestically and internationally.
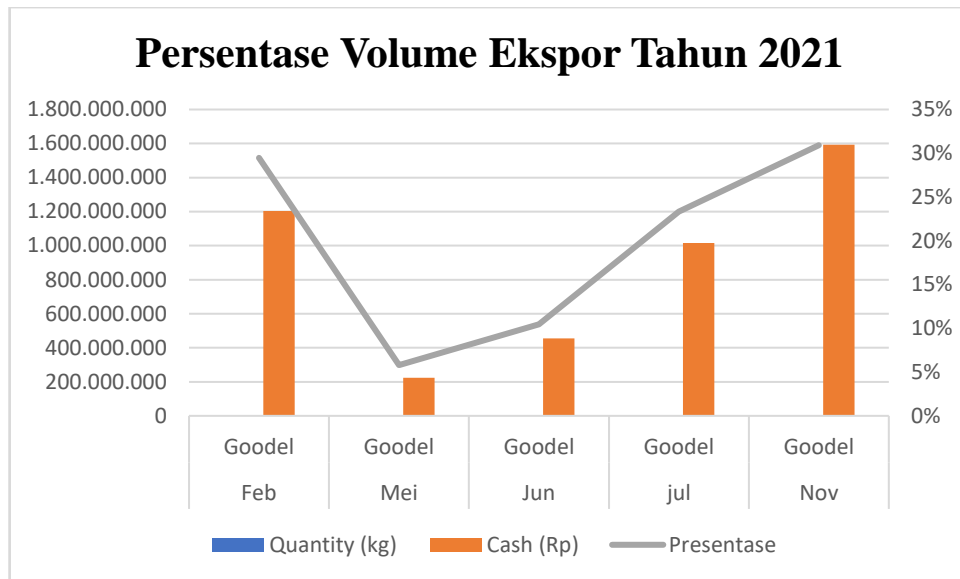
Figure 1 Percentage of Coffee Export Volume in 2021

Export Volume Percentage:
- February (25 %)
- May (5%)
- June (10 %)
- July (20%)
- November (30%)

The development of coffee exports in 2021, from the data above, it can be seen the percentage of coffee sales for 5 months. The order of weight of coffee exports is Goodel. In February there are around (25%), May (5%), June (10%), July (20%), and November there are around (30%). The number of coffee sales increased in November with a sales percentage reaching (30%).
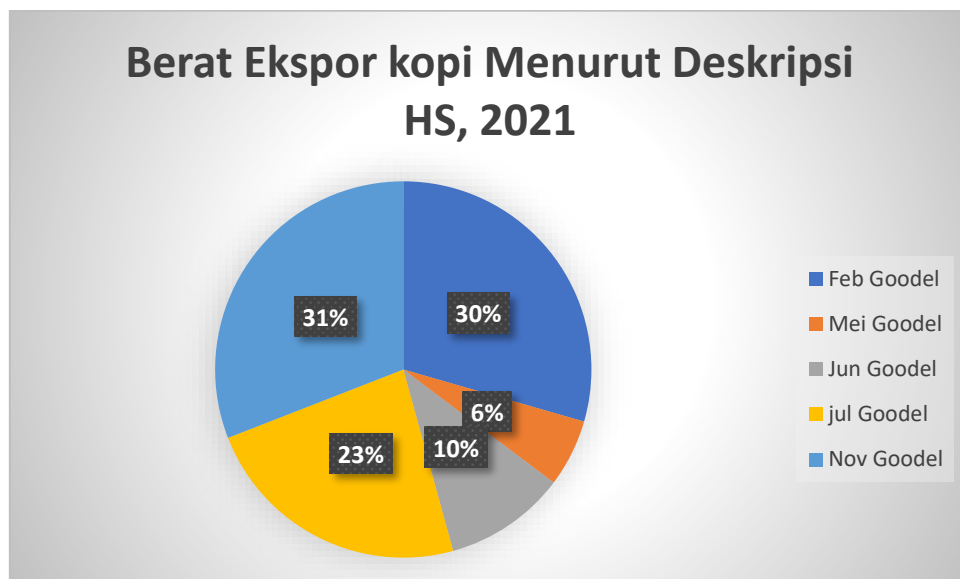

Figure 2 Coffee Export Weight According to HS Description, 2021

Total coffee exports over the last five years tend to fluctuate, ranging from – (3%) to (56%). In 2019 the total export weight reached 6 tons with a total of Rp. 480,000,000.00, in

2020 it reached 27 tons with a total value of RP. 1,998,000,000.00, in 2021 reaching 62,100 tons with a total value of RP. 4,489,800,000.00, in 2022 reaching 54,260 tons with a total value of RP. 4,893,600,000.00, in 2023 it will reach 14,040 tons with a total value of RP. 1,555,200,000.00, and in 2024 it will reach 9 tons with a total RP. 1,089,000,000.00.

Indonesian coffee production is mostly exported to foreign countries and the rest is marketed domestically. Indonesia's natural coffee exports reach five continents, namely Asia, Africa, Australia, America, and Europe with the main share in Europe. The government also provides several conveniences to exporters in Indonesia such as simplifying export procedures, providing production facilities for export goods, eliminating various export costs and providing export facilities.

MDC Coffee House Arabica Coffee Export Sales Data for 2019-2024

Table 1 MDC Coffee House Arabica Coffee Export Sales Data for 2019-2021

Moon	2019	2020	2021
January	-	-	-
February	-	-	1,203,000,000,00
March	-	1,170,000,000,00	-
April	-	-	-
May	-	-	223,200,000,00
June	-	-	455,000,000,00
July	480,000,000,00	828,000,000,00	1,015,000,000,00
August	-	-	-
September	-	-	-
October	-	-	-
November	-	-	1,593,600,000,00

Table 2. MDC Coffee House Arabica Coffee Export Sales Data for 2022-2024

Moon	2022	2023	2024
January	663,000,000,00	785,400,000,00	-
February	717,600,000,00	-	-
March	552,000,000,00	-	-
April	-	-	-
May	918,000,000,00	604,800,000,00	-
June	1,224,000,000,00	-	1,089,000,000,00
July	159,000,000,00	-	-
August	-	165,000,000,00	-
September	-	-	-
October	660,000,000,00	-	-
November	-	-	-

Figure 3 MDC Coffee House Arabica Coffee Export Sales in 2019-2024
Source : MDC Coffee House Primary Data

With the above background, it is the basis for the author's consideration to find out how the marketing strategy carried out by MDC Coffee House in increasing its sales? This can be reviewed from the internal factors and external factors owned by the company. The government that provides some convenience to exporters and purchasing power in the international market which is an external factor that is quite proof that the company can increase in sales, this is interesting for the author to conduct a research with the title "Analysis of marketing strategies in increasing export sales of Arabica coffee at MDC Coffee House".

The research aims to investigate the marketing strategies employed by MCD Coffee House to enhance Arabica coffee export sales and to identify the most effective strategies for increasing sales volume at the establishment. This study offers significant benefits across various domains: for academics, it contributes to the existing body of knowledge on marketing strategies and their impact on sales; for companies, the findings can inform decision-making regarding the efficiency of marketing strategies, ultimately aiding MCD Coffee House in leveraging these strategies for future sales growth; and for researchers, it serves as a practical application of theoretical concepts learned in academia, providing valuable experience in problem-solving within a corporate context and enriching their understanding of the relevant field of study.

RESEARCH METHODOLOGY

This research is a field research with a qualitative description approach. The qualitative descriptive approach is the collection of data in a natural setting with the intention of interpreting the phenomena that occur where the researcher is the key instrument, sampling of data sources is carried out purposively and snowbaal, the collection technique is triangulation (combined), data analysis is inductive/qualitative, and the results of qualitative research emphasize meaning rather than generalization (Anggito, 2018).

The purpose of this study is to find out how the marketing strategy carried out by MDC Coffee House in increasing Arabica coffee export sales. To find out what is the most appropriate strategy to increase sales volume at MDC Coffee House.

This research is included in field research with a qualitative descriptive approach. The qualitative descriptive approach in question is a research procedure that produces descriptive data in the form of words or oral data from respondents or observable behaviors. This research respondent is a key informant selected using the purposive method, which is deliberately selecting certain people who are considered to know the problem being researched based on their duties and responsibilities.

RESULT AND DISCUSSION
Data Analysis
Marketing Mix
a. Product Analysis

The coffee products at MDC Coffee House have two market shares, namely domestic and foreign, although focusing on coffee exports, but for some orders MDC Coffee House also provides coffee for suppliers who want to produce domestically.

The coffee products that are exported are Arabica coffee beans, this is because more suppliers want this type and are liked by many consumers. For variants of Arabica coffee bean products, MDC Coffee House has several variants, including grade 1/dp and grade 6/extraction. To maintain supplier satisfaction in purchasing products, MDC Coffee House has an export standard for Arabica coffee beans, which is 14% and 7% triage level.

b. Price Analysis

Pricing is an active instrument to achieve a specific goal, including a profit target, a market share target, or other specific goals. The determination of the price of Arabica coffee beans at MDC Coffee House is determined through a stock exchange in New York.

c. Promotion Analysis

The promotion carried out by MDC Coffee House by conducting exhibitions and trade missions. In addition, it is also in three ways, namely through the website, partnership, and call center. The website owned by MDC Coffee House must be updated frequently so that consumers are also aware of developments at MDC Coffee House.

Partnership is the most effective and efficient way of promotion carried out for export products. Exports are 99% to traders. The trader is the MDC Coffee House partnership. The partnership has many networks, so the network is used by the company. Partnerships are the most effective and efficient way because they do not allow companies to promote directly to consumers.

d. Place Analysis

The distribution carried out by MDC Coffee House is based on Incoterms. Incoterms are terms created to equalize the meaning between sellers and buyers in international trade. Incoterms explain the rights and obligations of buyers and sellers in relation to the delivery of goods. The matters explained include the process of shipping goods, the person in charge of the export-import process, the bearer of the costs incurred and the risk bearer if there is a change in the condition of the goods that occurs due to the delivery process. Incoterms are issued by the International Chamber of Commerce (ICC).

SWOT Analysis

SWOT analysis is one of the most powerful analytical instruments when used correctly. "SWOT" is an acronym for the words Strength , Weaknesses , Opportunity , and Treath . This analysis is used to find out what factors are the company's strengths, weaknesses, opportunities and threats/challenges that occur in the company's internal and external environment.

a. Internal Environment Analysis
1) Strength
a) Networking
b) Transparency with suppliers
c) Coffee brand variations
2) Weaknesses
a) Some less qualified human resources
b) High operational costs.
c) Product Diversity
d) Employee experience
e) Pricing policy
b. External Environment Analysis
1) Opportunity
a) A wide market, in other words, the increasing demand for coffee in several countries.
b) Rising sales trend
c) Technology is well utilized by all parties
d) Regional economic developments
e) Conducive government policies
2) Threat (Treath)
a) Competition from abroad with similar products
b) Local companies located in each export destination country
c) Many domestic companies also export goods abroad
d) Minimizing disruptions in the preparation of goods (ready to export)

Table 3 SWOT Analysis on MDC Coffee House Coffee Exports

Strength	Weaknesses
a. Networking b. Transparency with suppliers c. Coffee brand variations	1) Some human resources are lacking Qualified 2) High operational costs 3) Product Diversity 4) Employee experience 5) Pricing policy
Opportunity	**Threat (Treath)**
1) Wide market, in other words, increasing demand for coffee in several countries 2) Rising sales trend 3) Technology is well utilized by all parties 4) Regional economic developments 5) Conducive government policies	1) Competition from abroad with similar products 2) Local companies located in each export destination country 3) Many domestic companies also export goods abroad 4) Minimizing disruptions in the preparation of goods (ready to export)

IFAS (Internal Factor Analysis Summary) Matrix
There are five stages of preparing the IFAS matrix (Internal Factor Analysis Summary):
1) Determine the factors that are the company's strengths and weaknesses in column 1.
2) Weigh each of these factors on a scale ranging from 1.0 (most important) to 0.0 (not important), based on the influence of these factors on the company's strategic position. (All of these weights must not exceed a total score of 1.00).

3) Calculate the rating (in column 3) for each factor by giving a scale ranging from 4 (outstanding) to 1 (poor), based on the influence of these factors on the condition of the company concerned. Positive variables (all variables in the strength category) are given a value of +1 to +4 (excellent) by comparing the industry or with the main competitors. While the negative variable is the opposite. For example, if the weakness is very large compared to the industry average whose value is 1, while if the weakness is below the industry average, the value is 4.

4) Multiply the weight in column 2 by the rating in column 3, to obtain the weighting factor in column 4. The result is a weighting score for each factor whose value varies from 4.0 (outsanding) to 0.0 (poor)

5) Add the weighting score (in column 4), to get the total weighting score for the company in question. This total value shows how a particular company reacts to its internal strategic factors.

Table 4. Weights in Internal Strategy

It	Indicators	Weight
	Strength	
1.	Networking	0,20
2.	Transparency with suppliers	0,15
3.	Coffee brand variations	0,10
	Subtotal	0,45
	Weaknesses	
1.	Some less qualified human resources	0,15
2.	High operational costs	0,10
3.	Product Diversity	0,10
4.	Employee experience	0,10
5.	Pricing policy	0,10
	Subtotal	0,55
	Total	1,00

Table 5. IFAS (Internal Factor Analysis Summary) Matrix

It	Internal Factors	Weight	Rating	Score
	Strength			
1.	Networking	0,20	4	0,8
2.	Transparency with suppliers	0,15	4	0,6
3.	Coffee brand variations	0,10	3	0,3
	Subtotal	0,45		1,7
	Weaknesses			
1.	Some less qualified human resources	0,15	3	0,45
2.	High operational costs	0,10	2	0,2
3.	Product Diversity	0,10	1	0,1
4.	Employee experience	0,10	2	0,2
5.	Pricing policy	0,10	2	0,2
	Subtotal	0,55		1,15
	Total	1,00		2,85

From the results of the analysis in table 2, IFAS strengths and weaknesses have a total score of 2.85. Since the total score is above 2.5, this indicates a strong internal position.

EFAS Matrix (External Factor Analysis Summary)

There are five stages of preparing the EFAS (External Factor Analysis Summary) matrix:

1) Arrange them in column 1 (5 to 10 opportunities and threats).

2) Weight each factor in column 2, starting from 1.0 (very important) to 0.0 (not important). These factors are likely to have an impact on strategic factors. (All of these weights must not exceed a total score of 1.00).

3) Calculate the rating (in column 3) for each factor by giving a scale ranging from 4 (outstanding) to 1 (poor) based on the influence of these factors on the condition of the company concerned. The rating for the opportunity factor is positive (the larger the chance is rated +4, but if the chance is small, it is rated +1). Giving a threat rating is the opposite. For example, if the threat value is very large, the rating is 1. On the other hand, if the threat value is small, the rating is 4.

4) Multiply the weight in column 2 by the rating in column 3, to obtain the weighting factor in column 4. The results are in the form of a weighting score for each factor whose values vary from 4.0 (outstanding) to 1.0 (poor).

5) Add the weighting score (in column 4), to get the total weighting score for the company in question. This total value shows how a particular company reacts to its external strategic factors

Table 6. Weights in External Strategy

It	Indicators	Weight
	Opportunity	
1.	Wide market, in other words, increasing demand for coffee in several countries	0,15
2.	Rising sales trend	0,15
3.	Technology is well utilized by all parties	0,10
4.	Regional economic developments	0,10
5.	Conducive government policies	0,10
	Subtotal	0,6
	Threat (Treath)	
1.	Competition from abroad with similar products	0,15
2.	Local companies located in each export destination country	0,10
3.	Many domestic companies are also exporting goods abroad	0,10
4.	Minimizing disruptions in the preparation of goods (ready to export)	0,05
	Subtotal	0,4
	Total	1,00

Table 7. EFAS Matrix (External Factor Analysis Summary)

It	External Factors	Weight	Rating	Score
	Opportunity			
1.	Vast market in other words Increasing Demand for Coffee in Several Countries	0,15	4	0,6
2.	Rising sales trend	0,15	4	0,6
3.	Technology put to good use by all parties	0,10	3	0,3
4.	Regional economic developments	0,10	3	0,3
5.	Conducive government policies	0,10	4	0,4
	Subtotal	0,6		2,2

Threat (Treath)			
1. Competition from abroad with Similar Products	0,15	4	0,6
2. Local companies located in each export destination country	0,10	3	0,3
3. Many domestic companies also export goods out of the country	0,10	3	0,3
4. Minimizing disruptions in the preparation of goods (ready to export)	0,05	3	0,15
Subtotal	0,4		1,35
Total	1,00		3,55

From the results of the analysis in table 4.3 of EFAS, the opportunity and threat factors have a total score of 3.55. As the total score is close to 4.0, this indicates that the company is responding to the opportunities in an extraordinary way and avoiding threats in its industrial market.

Furthermore, the total score of each factor can be detailed, Strength 1.7, weakness 1.15, Opportunity 2.2, Treath 1.35. Therefore, it is known that the total difference in the score of the Strength and weakness factors is (+) 0.55, while the difference in the total score of the Opportunity and Treat factors is (+) 0.85.

From the results of the identification of these factors, it can be depicted in the Cartesian Diagram of SWOT Analysis, which can be seen in Figure 4.3
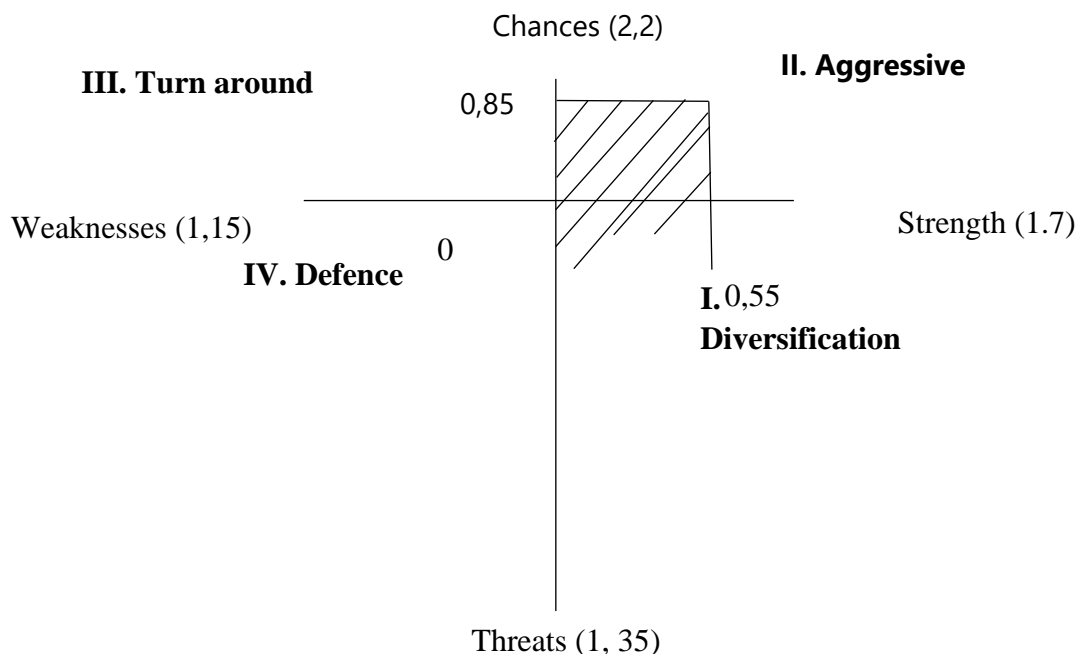

Figure 4. Cartesius Diagram of MDC Coffee House's SWOT Analysis

From the cartesius diagram image above, it is very clear that MDC Coffee House has opportunities and strengths so that it can take advantage of existing opportunities and be on the right track by continuing to carry out an aggressive development strategy that can increase sales. The strategy that must be implemented in this condition is to support aggressive growth policies (Growth Oriented Strategy).

The strategy recommendation given is an Aggressive Strategy, meaning that exporters are in a steady and good condition so that it is very possible to continue to expand, increase growth, and achieve maximum progress by taking advantage of existing strengths and opportunities. The strength of exporters in the form of networking and transparency to suppliers is also found in the physical and quality of coffee at grade 1/dp and 6/draw, making North Sumatra Arabica Coffee a superior export commodity in the international market because of the quality of coffee from Indonesia which is not owned by competing countries. And the opportunities taken advantage of are a wide market and increasing sales trends.

GE Matrix

Table 8. Determination of Industrial Attractiveness Factors

Industrial Attractiveness Factors	Weight	Rating	Score
- Market size	30	0,5	15
- Market size	35	1,0	35
- Price trends	15	0,0	0
- Competitive intensity / competition	10	0,5	5
- Product flexibility	10	0,0	0
Total	100		55

Table 9. Business Strength Factor

Business Strength Factor	Weight	Rating	Score
- Relative brand strength	15	0,0	0
- Market share	20	0,5	10
- Supplier loyalty	25	1,0	25
- Networking	25	1,0	25
- Access to resources	15	0,5	7,5
Total	100		67,5

Furthermore, the results of the calculation of the determination of the industrial attractiveness factor and the determination of the business strength factor of MDC Coffee House can be implemented into the GE Matrix, where the value of the industrial attractiveness factor, which is 55, is in the middle position and the value based on the business strength factor, which is 67.5, is in the high position. It can be concluded that companies can focus on investment management/development selection.
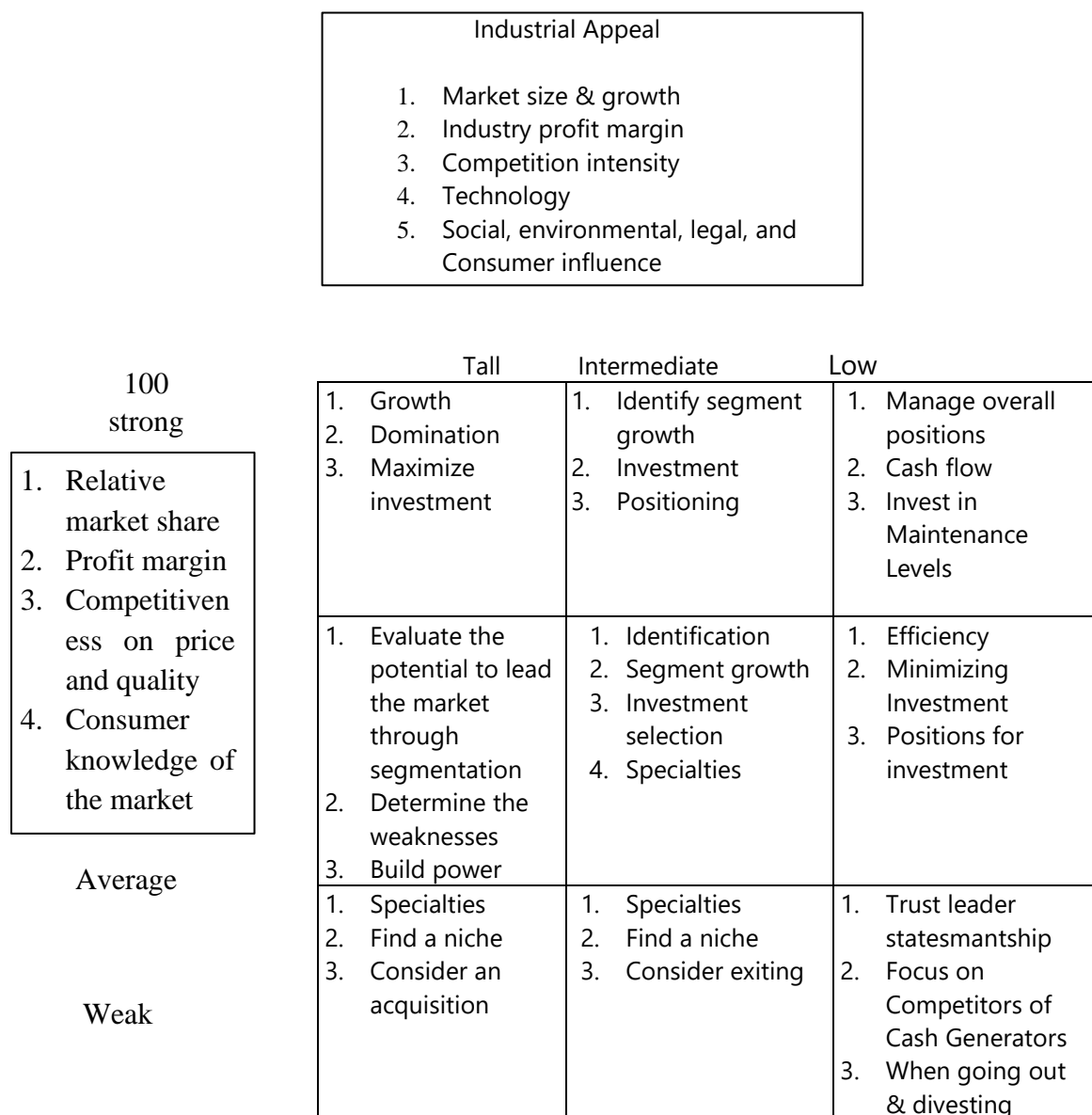
Industrial Appeal
1. Market size & growth 2. Industry profit margin 3. Competition intensity 4. Technology 5. Social, environmental, legal, and Consumer influence

100
strong

	Tall	Intermediate	Low
1. Relative market share 2. Profit margin 3. Competitiveness on price and quality 4. Consumer knowledge of the market	1. Growth 2. Domination 3. Maximize investment	1. Identify segment growth 2. Investment 3. Positioning	1. Manage overall positions 2. Cash flow 3. Invest in Maintenance Levels
Average	1. Evaluate the potential to lead the market through segmentation 2. Determine the weaknesses 3. Build power	1. Identification 2. Segment growth 3. Investment selection 4. Specialties	1. Efficiency 2. Minimizing Investment 3. Positions for investment
Weak	1. Specialties 2. Find a niche 3. Consider an acquisition	1. Specialties 2. Find a niche 3. Consider exiting	1. Trust leader statesmantship 2. Focus on Competitors of Cash Generators 3. When going out & divesting

Figure 5. GE Matrix

The GE matrix is on the invest develop box. These companies should invest in business units that fall into these boxes because they promise the highest returns in the future. These business units will require a lot of money because they will be operating in a growing industry and will have to maintain or grow their market share. It is very important to provide as many resources as possible so that there will be no obstacle for them to grow. Investments should be provided both for advertising, acquisitions and to meet future demand.

IE Matrix

Table 10. Matricul IE MDC Coffee House

Total IFAS Weighted

		Strong (3,0-3,99)	Average (2,0-2,99)	Weak (1,0-1,99)
	4,0	3,0	2,0	1,0
Tall (3,0-3,99)		GROWTH Concentration Through Vertical Integration	2. GROWTH Concentration through integration Horizontal	**3. RETRENCHMENT Turnaraound**
3,0 TOTAL Value EFAS		4. STABILITY Caution	5. GROWTH Concentration Through integration Horizontal STABILITY None change profit strategy	6. RETRENCH MENT Captive Company Or Divenstment
2,0 Low		7. GROWTH Differentiation Concentric	**8.** GROWTH Differentiation Conglomerate	9. RETRENCH MENT Bankruptcy or liquidation

From the results of the calculation of the IFAS and EFAS tables, the IFAS value is 2.85 and the score for the EFAS result is 3.35. When converted into an image of the IE Matrix Table, it is located in box 2, where the result is that the company enters the growth phase that concentrates through horizontal integration.

Growth strategy through horizontal integration (cell 2) is an activity to expand the company by maximizing promotion in international marketing and development at other locations. If the company is in a very attractive industry (cell 2), the goal is to increase sales and profits, by taking advantage of economic advantages of scale both in production and in marketing.

SWOT Matrix

SWOT matrices are tools used to measure the factors of a company's strategy. This matrix can clearly describe how external opportunities and threats are owned. This matrix can produce four possible cells of alternative strategies that can be seen in the figure.

Table 11 SWOT Matrix

IFAS Internal FFactor analysis strategy EFAS External Strategy Analysis Factor	STRENGTH(S) Internal Strength 1) Networking 2) Transparency with suppliers 3) Coffee brand variations	WEAKNESS (W) Internal Weaknesses 1) Some less qualified human resources 2) High operational costs 3) Product Diversity 4) Employee experience 5) Pricing policy
OPPORTUNIES (O) External Opportunities Opportunity 1) Broad market, in other words, increasing demand for coffee in several countries 2) Rising sales trend 3) Technology is well utilized by all parties 4) Regional economic developments 5) Government policies that	SO STRATEGY 1) Maintain and utilize brand variants, and product quality that the company has to enter 2) Maintain customer trust to continue to increase the company's sales. (S2,O2)new market (S3,O1) 3) Utilizing the technology used by customers well and conducting targeted promotions. (S1,O3) 4) Which is directed. (S1,O3) Utilize development Regional Economy in adding Coffee Brand Variants of various kinds regions in Indonesia. (S3,O4) 5) Improved relationships good with the market international (S1,S2,O1,O5)	WO STRATEGY 1) Increase capital by optimizing demand (W2,O1,O2) 2) Increasing the role of the government in providing access to capital assistance (W2,O5) 3) Leveraging the role of regional economies and technology to increase product diversity to reach a wider market (W3,O1,O3) 4) Utilizing Government policies to take part in providing Management training to human resources to better master The market that Wide range of uses Increase Company Sales (W1,W4,O1,O2,O5)
TREATH (T) External Threats 1) Competition from abroad with similar products	ST STRATEGY 1) Improving competitiveness with quality in the international market	WT STRATEGY 1) Making improvements Management for Facing various

2) Local companies in each country Export Destination 3) Many domestic companies also export goods abroad 4) Minimize internal disturbances Preparation of goods (ready to export)	(S3,T1,T2,T3) 2) Cooperation by country Competitors for Increase request with rely on physical condition and good coffee quality (S3,T1,T2) 3) Conduct market research to monitor product development and competition levels (S1,T1,T2,T3) 4) Increase supplier confidence to expand the market (S2,T1,T2,T3) 5) Make good use of delivery times and increase product readiness for export (S2,T3)	Incoming threats from similar companies as well as foreign and Also newcomers then it needs to be done management improvement whose goal is for the company to achieve its potential target market. (W1,W4,T1,T2,3) 2) Raise capital to plan the implementation of conferences with competing countries to increase prices Selling Arabica Coffee (W2,W3,T1,T2,T3) 3) Increase ability employees, adding Number of Human Resources especially in the Marketing for Understand more Preparation of goods which will be exported (W1,W4,T4)

Based on the above analysis, it shows that the company's performance can be determined by a combination of internal and external factors. The combination of these two factors is shown in the diagram of the results of the SWOT analysis as follows:

1) **SO (Strength-Opportunity) StrategyThis**

 strategy is a combination of internal factors (Strength) and external factors (Opportunity), this strategy is made based on the thinking of the company's executives, namely by utilizing all the strengths to seize and make the most of the opportunity. The SO strategy taken by MDC Coffee House is:

   a. Maintain and utilize brand variants, and product quality owned by the company to enter new markets.
   b. Maintain customer trust to continue to increase the company's sales.
   c. Utilizing the technology used by customers well and conducting targeted promotions.
   d. Taking advantage of regional economic development in adding variants of coffee goods from various regions in Indonesia.
   e. Improving good relations with international markets.

2) ST (Strength-Threat) Strategy
   a) This strategy is a combination of internal factors (Strength) and external factors (Threat), this strategy uses the company's strengths to overcome all external threats. The ST strategy pursued by CV MDC Cofee House is:
   a) Increasing competitiveness with quality in the international market.
   b) Establish cooperation with competing countries to increase demand by relying on physical condition and good quality coffee.
   c) Conduct market research to monitor product developments and competition levels.
   d) Increase supplier confidence to expand the market market.
   e) Make good use of delivery times and increase product readiness for export (S2,T3)

3) **WO (Weakness- Opportunity) StrategyStrategy**
   is a combination of internal factors (Weakness) and external factors (Opportunity), this strategy is applied based on the utilization of existing opportunities by reducing weaknesses owned by the company. The WO strategy pursued by MDC Coffee House is:
   a) Increase capital by optimizing demand.
   b) Increasing the role of the government in providing access to capital assistance.
   c) Leveraging the role of regional economies and technology to increase product diversity to reach a wider market market.
   d) Taking advantage of government policies to take part in providing management training to human resources to better control the wide market to increase company sales.

4) **WT (Weakness- Threat) Strategy**
   This strategy is a combination of internal factors (Weakness) and external factors (Threat), this strategy is based on activities that are devansive in nature and try to avoid the possibility of external threats to reduce the company's weaknesses. The WO strategy taken by MDC Coffee House is:

1. Improving management to face various threats that come from similar and foreign companies and also newcomers, it is necessary to carry out management improvements whose goal is so that the company can reach the potential target market.
2. Increase capital to plan the implementation of conferences with competing countries to increase the selling price of Arabica coffee.
   Improving employee capabilities, increasing the number of human resources, especially in the marketing department to better understand the preparation of goods to be exported.

CONCLUSION

Based on the research findings regarding MDC Coffee House, several conclusions can be drawn. The IFAS and EFAS matrix analyses reveal values of 2.85 and 3.35, respectively, while the GE Matrix indicates an industrial attractiveness factor of 55 and a business strength factor of 67.5, placing the company in box 2, which signifies investment and development. The IE matrix further confirms that the company is in the growth phase, focusing on horizontal integration and leveraging its strengths to capitalize on opportunities, as indicated by the SWOT matrix's position in the SO box. Additionally, the Cartesius Analysis shows that CV Yudi Putra is situated in square II, suggesting that an aggressive development strategy is essential for increasing sales. Emphasizing networking and transparency with suppliers can enhance sales while maintaining market share, but this approach should be complemented by strengthening human resources management. Furthermore, to meet consumer demands for variety, the company should consider expanding its range of coffee bean types and flavors, aligning with current sales trends.

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