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SWOT Analysis and SO, ST, WO and WT Strategies in Optimizing Marketing Strategies for Competitive Advantage at XYZ Fashion Stores

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Abstract: This research aims to develop an appropriate marketing strategy to strengthen the competitive advantage of XYZ Fashion Stores amid increasing competition in the fashion retail industry. The object of this study is Toko Fashion XYZ, which is a retail company that sells quality and fashionable clothing, accessories, and shoes products. The results of the study show that XYZ Fashion Stores have strengths that include an attractive product variety, a well-known brand reputation in the community, and a strategic store location. However, the company also faces some drawbacks, such as reliance on offline sales, lack of product innovation, and limitations in digital media for marketing. There are many opportunities, such as the rapid growth of e-commerce, promotion through social media, and local fashion trends. On the other hand, there are threats coming, such as fierce price competition, rapid changes in market tastes, and market pressure on large e-commerce platforms. In addition, the method of writing this scientific article is a qualitative method, the SWOT method (Strengths, Weaknesses, Opportunities, Threats). In this SWOT analysis, several alternative strategies for the SO, WO, ST, and WT categories are proposed. These strategies focus on operational efficiency, improved service quality, product innovation, and better digital marketing. To strengthen XYZ Fashion Store's position in the national fashion retail industry, these strategies are expected to serve as a foundation for strategic decision-making.

Keywords: SWOT analysis, Marketing strategy, Competitive Advantage

INTRODUCTION

In the dynamic and changing modern era, people's awareness of appearance and lifestyle continues to experience a significant increase. Fashion is an important component of self-expression and social identity, not only the need to dress but also to show one's lifestyle, status, and confidence. Quality, affordable, and trend-following fashion products are becoming increasingly important as lifestyle demands in the city, the influence of social media, and fast-

moving global trends become increasingly important. XYZ Fashion Stores is one of the oldest and largest department store retail players in Indonesia. XYZ Fashion Stores not only sell everyday clothes, but also offer other items, such as workwear, Muslim clothing, children's clothing, and accessories and shoes. Every product produced by XYZ Fashion Stores always considers the tastes, sizes, and needs of modern people's lifestyles and ensures that all customers from various backgrounds can find suitable fashion choices and always look confident in their appearance.

The XYZ Fashion Store is here as an answer to the public's need for fashion items that are comfortable and accessible to all people. XYZ Fashion Stores refers to the spirit of innovation and comprehensiveness in each of its product lines, with the aim of becoming a market leader in the fashion retail industry in Indonesia. XYZ Fashion Store prioritizes quality materials, trend-appropriate designs, and competitive prices to provide a pleasant and satisfying shopping experience.

However, as the industry grows and competition increases, XYZ Fashion Stores face several problems, namely, lack of appeal to offline stores, the use of less effective digital marketing strategies, and pressure from local and international brands to use more sophisticated marketing approaches. Therefore, XYZ Fashion Stores must continue to implement the right business strategy for its business in order to survive and meet consumer needs. Companies must keep up with the evolving business, from competition between sellers who sell high-quality clothing, accessories, and footwear at low prices, the ability to adapt to digital changes as well as critical changes in customer behavior, which require speed, efficiency, product and experience innovation, and better channel integration. Effective management can help the growth of XYZ Fashion Stores, as it allows the company to assess its overall performance and on a regular basis, so as to identify the factors that hinder progress and find ways to stop it. In addition, this strategy also allows the company to develop strengths and profits. Company leaders must strategically consider the position, capabilities, and influence of external environmental developments on their company to maintain business sustainability.

The purpose of this research is to find the company's internal (strengths), such as its extensive store network and strong brand reputation, as well as internal (weaknesses) that may prevent the company from growing, such as adaptation to new technologies or a less modern image. In addition, this analysis will emphasize external (opportunities) that XYZ Fashion Stores can take advantage of such as the growth of the middle class or increased internet penetration and prioritize external (threats) that must be considered, such as the emergence of new competitors or shifts in shopping behavior in e-commerce.

Based on the explanation above, the problems that can be identified are how to identify the conditions of internal factors of strengths, weaknesses, opportunities and threats and how to create a business marketing strategy for XYZ Fashion Stores in increasing the company's competitiveness. Through this approach, XYZ Fashion Stores is expected to find a direction of strategy development that is not only reactive to change, but also proactive in creating new opportunities in an ever-changing market.

Based on the background of the problem formulation of this article is:

1. How Do Marketing Strategies and Competitive Advantages at XYZ Fashion Stores
2. How is the SWOT Analysis on XYZ Fashion Stores
3. What is the SO, ST, WO and WT Strategy at XYZ Fashion Store

METHOD

In writing this scientific article, the method used is a qualitative method To gain a deeper understanding of the marketing strategy and competitive advantage of XYZ Fashion Store. This approach was chosen because it was able to comprehensively describe the situation in the field, especially related to marketing and competitiveness in the fashion retail industry. This

research collects data by conducting literature research on various sources relevant to the research topic, such as scientific journals, books, research reports, and articles. As well as references related to the theories discussed, especially in the context of the Strategic Management being studied. This literature study serves as a theoretical foundation that helps researchers make conclusions and results that can be accounted for.

In addition, this study uses the SWOT method to identify the conditions of internal factors of strengths, weaknesses, opportunities and threats. Based on the results of the SWOT analysis, four types of strategies are divided, namely: SO (Strengths-Opportunities) Strategy which takes advantage of strengths to gain opportunities; ST (Strengths-Threats) Strategy which uses strengths to overcome threats; WO (Weaknesses-Opportunities) Strategy which takes advantage of opportunities to overcome weaknesses; and WT (Weaknesses-Threatens) Strategy which aims to minimize weaknesses and avoid threats. This method was chosen because it allows for an in-depth understanding of the various aspects, challenges, and opportunities faced by combining data from various literature sources.

RESULT AND DISCUSSION

Based on the background, objectives, and methods explained in this article, the results and discussion are as follows:

1. How Do Marketing Strategies and Competitive Advantages at XYZ Fashion Stores Marketing Strategy

A marketing strategy is a collection of actions and plans taken to achieve a specific marketing goal. Market segmentation, customer target selection, and implementation of promotional and distribution plans are some of the actions included in this strategy. Fashion XYZ stores are strengthening their omni-channel retail services by implementing new supply chain processes to maximize service levels across all retail operations efficiently. XYZ Fashion stores can reach the right audience and increase sales opportunities by using the right strategies. Another goal of a marketing strategy is to strengthen the brand's position in the market and create added value for customers. As a result, choosing the right strategy is an important step towards a company's success.

In the development of the business world in the fashion retail sector in Indonesia, it is currently increasingly showing competitive dynamics. XYZ Fashion Stores must continue to create and change their strategies to cope with changes in its business environment. Companies must not only make new innovations, but they must also be able to observe markets, consumer trends, and adapt to increasingly rapid technological advances and consumer shopping behavior, especially in today's digital era. The changes that have occurred in the business environment, namely the increase in e-commerce, consumer spending behavior that is increasingly skilled in technology, and the emergence of various new brands with aggressive marketing strategies, pose different challenges and opportunities.

Based on the results of the analysis conducted by XYZ Fashion Stores, the marketing strategy used has not been fully optimal in handling market challenges and dynamics. Companies need to assess their marketing strategies, especially how they create products and shopping experiences that match the wants and expectations of today's consumers. An effective and targeted marketing strategy must be able to increase sales volume, build customer loyalty, and create a competitive advantage that is difficult for competitors to replicate in the midst of increasingly fierce competition.

The marketing strategy also includes the marketing mix, encompassing four main components: product, price, location, and promotion. Products should be made to meet customer needs, while product prices should reflect value and be competitive in the market. While distribution or location ensures that the product is easily accessible to customers,

promotions aim to increase consumer awareness and interest in the product. The success of a marketing strategy depends on the effective integration of these four components.

Marketing Strategy has been researched in depth by various researchers before, including Azhari, F., & Ali, H. (2024), Kamaluddin, I. (2020), Aryanti, S. P., & Ali, H. (2025).

Competitive Advantage

Competitive Advantage is the ability of a business to generate greater economic profits than its competitors in the same industry. Companies with a competitive advantage can always observe changes in market structure and choose effective marketing strategies.

Competitive advantage also comes from the value that a company is able to create for customers or buyers. This is XYZ's Fashion Store way of maintaining a consistent profit and position in the face of competition. Companies can achieve a competitive advantage in the competitive market if they are willing and aware of the changes that occur and continue to adapt and motivate about the strengths and opportunities that exist. Companies that can do so will have competitiveness because they can reduce the weaknesses and threats of the company's environment.

XYZ Fashion Store is the result of a combination of brand strengths that are already very well known in Indonesia. XYZ Fashion Store can take advantage of the strengths such as high-quality products, and strategic location. They may also find weaknesses such as constantly developing new innovations to keep up with fast-changing fashion trends, and a lack of digital marketing management. In addition, threats from domestic and international competitors as well as rapid changes in model trends must be anticipated by adapting flexible marketing strategies, while opportunities such as digital technological advancements, and changing consumer preferences can be leveraged to expand market reach and increase product appeal.

XYZ Fashion Store offers a wide range of clothing, shoes and accessories. Starting from the needs of children, adolescents, and adults, so that they can meet all the needs of family members. With a thorough understanding of the competitive advantages of XYZ Fashion Stores, it can increase market share and maintain a strong position in the fashion industry, where SWOT analysis is the main foundation for business decision-making. By thoroughly understanding the results of the SWOT analysis, XYZ Fashion Stores can create more focused and effective strategic decisions, such as improving product differentiation, increasing online presence, and improving supply chain management. Thus, this study determines the part that affects the success of product innovation and its impact on competitiveness. In addition, it is hoped that this research will provide practical insights for XYZ Fashion Stores to improve their competition.

The Competitive Advantage has been researched in depth by various researchers before, including Muhammad Bayu P., Agus Rahayu, Puspo Dewi D (2023), Martha Suhardiyah, Sulistiami, S., Aora Sapphire D, & Gintan Regita Maharani. (2024), Sari, V. N., & Ali, H. (2019).

2. How is the SWOT Analysis on XYZ Fashion Stores

Strength of XYZ Fashion Shop

1. The name of the store is well known

XYZ Fashion Shop is widely known among the wider community, because it has been operating for approximately 60 years by providing high quality and fashionable clothing, accessories, and shoes.

2. Products are in demand by consumers with good quality and affordable prices

XYZ Fashion Store always ensures that the products offered have good quality standards, in addition to that XYZ fashion stores apply competitive pricing strategies for various

market segments, especially for the middle class to get quality products without having to spend a lot of money.

3. Strategic store location

XYZ Fashion Store is located in the middle of a bustling city, the mall is one of the main places to establish the largest fashion shopping center because of its crowded place and always many visitors come. In addition, malls are a good promotional place for sellers.

4. Provides multiple product offerings

Fashion XYZ offers a wide range of products, from clothing, accessories and shoes. Catering to the needs of children, teenagers, and adults, so that consumers can meet all the needs of family members in one store.

5. Providing good service and creating consumer loyalty

XYZ Fashion Store always understands and meets customer needs quickly and creates a comfortable shopping atmosphere. In addition, XYZ Fashion Stores provide benefits for loyal customers, such as providing huge discounts on some of the product brands they sell.

The strength of the XYZ Fashion Store has been thoroughly researched by various researchers before, including Ernawati, F. A., & Ali, H. (2024), Haerawan, D., & Magang, M. (2019), Mulyana, A. P., & Ali, H. (2024).

Weakness of XYZ Fashion Store

1. Less promoting new innovations and keeping up with rapidly changing fashion trends

As the oldest and largest department store retail industry in Indonesia that is highly competitive, XYZ Fashion Store is still lacking in innovation and following fashion trends that continue to grow rapidly in the midst of increasingly fierce business competition. Meanwhile, the increase in new innovations and following fashion trends can make the XYZ Fashion Store able to compete with many domestic and international competitors.

2. Management in digital marketing that is still lacking

XYZ Fashion Store in digital marketing is still lacking, because there is still a lack in digital marketing making XYZ Fashion Store promotions ineffective and do not reach the target customers they want. By utilizing online platform, collaborating with influencers or big artists, XYZ Fashion Stores can significantly increase store profits.

3. Reliance on offline sales

The reliance on offline sales makes Fashion XYZ Store have limitations in online sales revenue where the sales results are relatively small compared to offline sales. By reducing the reliance on offline sales, XYZ Fashion Stores can begin to adapt to digital trends through the development of their omnichannel programs to de-escalate dependency in the future.

The Weakness of Fashion Store XYZ has been extensively researched by various researchers before, including Ernawati, F. A., & Ali, H. (2024), Mirzai, M., & Aili, H. (2020), Permana, A. (2020).

XYZ Fashion Store Opportunity

1. The growth of the local fashion market and the increasing demand for fashion products with new innovations

Consumers increasingly appreciate local fashion products that refer to cultural values and new design innovations. XYZ Fashion stores can capitalize on this trend by combining

local elements and contemporary innovations to stay relevant and ahead of the competition.

2. The use of CRM (Customer Relationship Management) technology in increasing customer loyalty

With Toko Fashion XYZ's CRM, it can help monitor customer behavior and identify customers who are at risk of stopping shopping. Through a CRM strategy, this system allows you to automatically and personalize points, rewards, and exclusive promotions that are proven to encourage repeat purchases and increase customer loyalty.

3. Increased consumer awareness of the brand and product quality

In the midst of competition in the fashion industry in Indonesia, both locally and internationally. By increasing consumer awareness of the brand and quality, XYZ Fashion Store can strengthen its position as the first choice of consumers in the midst of fierce competition. In addition, it makes consumers more trusting and loyal to the quality of the products offered. So that consumers tend to make repeat purchases and recommend products offered by Toko Fashion XYZ to others.

4. Rapid growth of e-commerce

The rapid growth in e-commerce has helped XYZ Fashion Store, to reach a wider and wider range of customers, including market segments that were previously difficult to reach through offline stores. As well as, increasing the Company's overall revenue.

Opportunities at Fashion Store XYZ have been thoroughly researched by various researchers before, including Darmawan, K. P., & Ali, H. (2024), Malisa, R. M., Nasution, M. A., & Siregar, O. M. (2022), Suleman, D., Ali, H., Nusraningrum, D., & Ali, M. M. (2020).

Threats of XYZ Fashion Store

1. The appearance of many products that resemble

The emergence of similar products caused XYZ Fashion Stores to lose their uniqueness and added value, due to the emergence of similar products. When customers face difficulties in distinguishing XYZ fashion original products from counterfeit products, it can have an impact on the attractiveness of competitive advantage. Consumers who have such bad experiences can make them feel disappointed and lose their loyalty to goods and brands.

2. Fierce price competition

XYZ's fashion business strategy can be significantly influenced by the increasingly fierce competition from various retail players from local and international brands as well as e-commerce platforms. To stay competitive in the fashion retail market, companies must carefully change their prices and promotions to attract customers.

3. Rapid changes in market tastes

The fashion industry is a fast and dynamic trend change, which is influenced by the current generation, namely the millennial generation and Gen z who are always looking for new styles. XYZ Fashion Store needs to continue to monitor this change in market tastes that are changing rapidly so that the products offered remain in demand by consumers. If it fails to keep up with changing trends, it risks losing customers and market share.

4. Market pressure on e-commerce platforms

The threat of market pressure on e-commerce platforms such as Lazada, Shoppe, and Tokopedia where these e-commerce platforms are already large and have many loyal customers. Causing XYZ Fashion Store to continue to adapt to the increasingly fierce competition, meet the expectations of online consumers, continue to build customer trust. This competition pressures XYZ fashion stores to continue to innovate and take advantage of e-commerce growth opportunities to the fullest.

Threats to XYZ Fashion Stores have been thoroughly researched by various researchers before, including Lestari, A. D., & Sardanto, R. (2021, September), Mirza, M., & Alli, H. (2020), Susilowati, A., Yusuf, A., Amanda, B. F., Wahyuni, A., & Sanjaya, V. F. (2020).

3. What is the SO, ST, WO and WT Strategy at XYZ Fashion Store

According to the results of the SWOT analysis that has been carried out, XYZ Fashion Stores have the main advantages of good product quality and a wide retail network. However, they also face some challenges due to digital transformation and the expansion of international markets. The great opportunity comes due to the advancement of digital technology, online shopping trends, and the increasing interest of customers in high-quality local fashion products. In addition, due to the increasingly fierce competition with global brands and changing shopping behaviors, businesses must continue to innovate and improve operational efficiency. The following table 1 summarizes the SWOT strategies that can be applied by PT XYZ based on the results of the analysis:

Table 1. SWOT Analysis

INTERNAL EXTERNAL	STRENGTH	WEAKNESSES
OPPORTUNITY	STRENGTH-OPPORTUNITY Expand product distribution through e-commerce by utilizing high product quality	WEAKNESSES-OPPORTUNITY Utilizing digital management through social media to increase promotion and sales
THREATS	STRENGTH-THREATS Maintaining quality and innovating products to remain competitive in the midst of fierce competition in the fashion industry	WEAKNESSES-THREATS Evaluate and reduce sales dependency offline

SO (*Strength – Opportunity*) Strategy

This strategy was created to expand product distribution through e-commerce by utilizing high product quality

ST Strategy (*Strength – Threats*)

This strategy is implemented to maintain product quality and innovation to remain competitive in the midst of competition in the fashion industry

WO Strategy (*Weaknesses – Opportunity*)

This strategy was created to utilize digital management through social media to increase promotion and sales

WT Strategy (*Weaknesses – Threats*)

This strategy is implemented to evaluate and reduce reliance on offline sales.

Discussion

According to the theoretical study and discussion of related literature review articles, this review reviews SWOT Analysis which is the right tool to develop a strategy by determining strengths, weaknesses, opportunities, and threats (SWOT) in a company. This analysis serves to maximize strengths and opportunities and reduce the risk of weaknesses and threats. Thus, the company can make the right strategy choices and increase its competitiveness.

SWOT Analysis

SWOT analysis is a strategic planning method used to identify strengths, weaknesses, opportunities, and threats in a project or business speculation. This is an acronym for the four factors referred to as SWOT: Strengths, Weaknesses, Opportunities, and Threats.

1. Strengths are positive conditions in the form of a strong brand reputation, extensive distribution network, skilled human resources, or superior technology are tools that make a company more competitive. Identifying these strengths allows companies to leverage them in seizing market opportunities and maintaining a competitive position.
2. Weaknesses are internal factors that interfere with the performance of a company's business, stemming from a lack of advanced technology, lack of funds, and inefficient processes. Companies can identify weaknesses and improve the efficiency and competitiveness of the company by investing in new technologies or employee training.
3. Opportunity is an external factor that can help a company continue to grow. such as, from changes in customer lifestyles, technological advancements, or government strategies in supporting certain industries. By identifying opportunities, companies can develop new innovations in the form of new goods or services, enter new markets, or change their marketing strategies to attract more customers.
4. Threats are external factors that can threaten a company's operations. including changes in rules, fierce competition, and economic changes. Understanding these threats allows companies to develop risk action strategies such as product types, price adjustments, or improving customer service to maintain stability and growth.

The SWOT analysis on Fashion Store XYZ has been thoroughly researched by various researchers before, including Angelita, N., & Ali, H. (2024), Munawar, N. A., & Ali, H. (2017), Aulawi, H., Rahmawati, D., & Putri, R. A. I. (2021).

Table 2. SWOT Strategy

<div>Internal Factors</div> <div>External Factors</div>	Strengths <ol style="list-style-type: none"> 1. The name of the store is widely known by the wider community 2. Products are in demand by consumers with good quality and affordable prices 3. Strategic store space 4. Provides multiple product offerings 5. Providing good service and creating consumer loyalty 	Weakness <ol style="list-style-type: none"> 1. Lacking in promoting new innovations and keeping up with rapidly changing fashion trends 2. Management in digital marketing that is still lacking 3. Reliance on offline sales
Opportunity <ol style="list-style-type: none"> 1. The growth of the local fashion market and the increasing demand for fashion products with new innovations 2. The use of CRM (Customer Relationship Management) technology in increasing customer loyalty 3. Increased consumer awareness of the brand and product quality 4. Rapid growth of e-commerce 	Strategy (So) <ol style="list-style-type: none"> 1. The brand name is widely known, the growth of the local fashion market and the increasing demand for fashion products with new initiatives, many offers are offered (S1, O1 and S3) 2. Products are in great demand with good quality and affordable prices, good customer service and the creation of consumer loyalty, the use of CRM technology (S2, S5, O2, O3 and O4) 	Startegi (Wo) <ol style="list-style-type: none"> 1. Utilize management in digital marketing to increase promotion and sales. (W2, W3, O2, and O4) 2. Increasing consumer awareness of brand and product quality and the growth of the local fashion market as well as increasing demand for products with new innovations (W1, O3 and O1)

	3. Utilization of CRM technology and e-commerce growth (O2 and O4)	
Threats 1. The appearance of products that resemble many 2. Fierce price competition 3. Rapid changes in market tastes 4. Market share on e-commerce platforms	Strategy (St) 1. Maintain the good name of stores that are widely known by the wider community, make new innovations to avoid the appearance of similar products. (S1, T1, S3, T2, T3 and S5). 2. Creating consumer loyalty and good service by providing many discounts and promos so that products are in demand by consumers and affordable prices, so that repeat purchases occur. (S2, S5, T2, T3 and T4)	Strategy (Wt) 1. Utilizing the development of digital technology to help marketing and reach a wider and wider customer base on the e-commerce platform. (W2, T3 and T4) 2. Reduce dependence on offline sales, starting from adapting to rapidly changing market trends and developing the development of e-commerce technology. (W2, W3, T3, and T4) 3. Companies should be careful in changing prices and promotions to attract customers as well as afford in competition from many competitors who resemble the same product. (W1, W3, T1, and T2)

This SWOT strategy includes:

1. SO (Strength-Opportunity) Strategy

XYZ Fashion Stores can leverage the company's internal strengths to take advantage of existing external opportunities. Fashion XYZ Stores can do it based on strategies and SWOT Analysis factors, namely: Brand names are widely known in the growth of the local fashion market and the increasing demand for fashion products with new innovations, products are in great demand with good quality and affordable prices, good customer service and the creation of consumer loyalty, Utilizing CRM technology and e-commerce growth.

2. ST Strategy (Strength-Threats)

In using the strength strategy that XYZ Fashion Shop has to overcome threats. In this case, ST's strategy is to increase cooperation with influencers in attracting sales power to customers in business activities in the retail market. The strategic determination is based on SWOT analysis factors and strategies, namely: Maintaining the good name of stores that are widely known by the wider community, making new innovations to overcome the emergence of similar products. Also, creating consumer loyalty with good service, providing many discounts, promos, so that products are in demand by consumers at affordable prices, so that there are repeat purchases.

3. WO (Weakness-Opportunity) Strategy

Companies that have weaknesses certainly have many opportunities from the outside as well. With the WO approach, this strategy aims to turn weaknesses into opportunities by leveraging advantageous external factors. With SWOT analysis, Toko Fashion XYZ can determine its strategy based on factors, namely: Increasing consumer awareness of brand and product quality and the growth of the local fashion market as well as increasing product demand with new innovations and utilizing digital marketing management to increase promotion and sales.

4. WT (Weakness-Threats) Strategy

In the SWOT analysis, the WT strategy is a defensive strategy that aims to reduce internal weaknesses and avoid external threats that can hinder business objectives. The strategic determination is based on SWOT analysis factors and strategies, namely: Utilizing the

development of digital technology to help marketing and reach a wider and wider customer base on the e-commerce platform, and reducing dependence on offline sales.

Through several alternative SWOT strategies in the form of strategies (SO, ST, WO, and WT). It is expected to provide a strategic XYZ Fashion Store that is important to overcome the challenges of the highly dynamic fashion industry. Companies can also capitalize (strengths), manage (weaknesses), capitalize (opportunities), and respond (threats) in an adaptive and competitive way if they use the right approach.

The SWOT strategy at Fashion Store XYZ has been thoroughly researched by various researchers before, including Pebriyanti, F. E., & Widodasih, R. W. K. (2023), Ramadhanti, N. A., & Ali, H. (2024), Shobirin, M., & Ali, H. (2019).

Marketing Strategy

A marketing strategy is a series of actions that a company plans and performs to achieve its marketing goals. These actions include determining the target market, choosing strategies to achieve the target, and managing good relationships with customers. Marketing strategy includes an understanding of the market, customers, and competitors and how the Company can take advantage of a competitive advantage. The Company's Competitive Advantage is influenced by effective marketing strategies, which can increase brand awareness, strengthen customer relationships, and increase sales.

In marketing strategy, internal and external marketing are required. External factors are very important to consider when determining a marketing strategy. These marketing strategies include market or competitive conditions, technological advancements, economic conditions, government regulations and policies, social and cultural aspects, and political circumstances. For example, companies can now leverage social media as a tool to help with new marketing due to the development of today's digital technology. However, high competition in the digital world is also a threat that must be watched out, especially for businesses that lack digital marketing capabilities.

However, several internal factors also affect the marketing strategy which includes the company's financial condition, spending system, marketing capabilities, production processes, and organizational structure and quality of human resources. For example, companies that have sufficient financial resources can conduct massive promotions to develop their products. Or vice versa, distribution system problems or a lack of competent marketers can be a big obstacle to expanding market share. Therefore, to ensure that the company's marketing strategy is successful, companies must consider all of these factors.

Marketing strategies have been studied in depth by various researchers before, including Pratama, D. R., & Ali, H. (2024), Ramadhanti, N. A., & Ali, H. (2024), Darmawan, K. P., & Ali, H. (2024).

Competitive Advantage

Competitive advantage is the ability of a company to survive and continue to grow. Competitive advantage can be measured by the company's short-term success as well as the company's ability to create sustainable added value, maintain customer loyalty, and adapt quickly and efficiently to market changes. To achieve this, companies must find strategic ways to leverage a competitive advantage. SWOT analysis is becoming a critical management tool for simplifying difficult data and aiding decision-making processes, market realities, and dynamic business environments.

The SWOT analysis helps Fashion XYZ Stores in understanding its strategic position from both internal and external perspectives. Internal strengths, such as workforce expertise, production efficiency, ownership of the latest technology, and brand image, can be used to

create an advantage. Instead, allowing companies to conduct internal evaluations and improvements, it is critical to identify internal weaknesses, such as the lack of power of digital technology, limited capital for expansion, or supply chain inefficiencies. External factors also affect the Company's competitive advantage, external opportunities such as the development of the middle class, local fashion trends, advances in digital technology, and changes in consumer preferences that can be leveraged to expand market reach and increase product appeal. In addition, to prevent damage to established markets, threats also affect externals such as economic instability, the entry of local and international brands at lower prices, or rapid changes in consumer tastes and must be handled with caution.

Thus, the SWOT analysis greatly helps XYZ Fashion Stores as the oldest retail industry in Indonesia in understanding its strategic position and building a competitive advantage for sustainability. XYZ Fashion Stores can survive amid stiff competition in the fashion market by implementing strategies based on SWOT analysis, which allows companies to continue to grow and create relevant added value for their customers.

Competitive Advantage has been extensively researched by various researchers before, including Mashuri, M., & Nurjannah, D. (2020), Sari, V. N., & Ali, H. (2019), Ulfa, M., & Ali, H. (2024).

CONCLUSION

It can be concluded that the SWOT analysis in this article is as follows:

1. Marketing Strategy and Competitive Advantage at XYZ Fashion Store is the marketing capability of XYZ Fashion Store to strengthen its omni-channel retail services by implementing a new supply chain process to be able to reach the right audience, strengthen brand position and increase sales opportunities by using the right strategy. In its competitive advantage, XYZ Fashion Store can increase its market share and maintain a strong position in the fashion industry, as well as create more focused and effective strategic decisions, such as improving product differentiation, increasing online presence, and improving supply chain management. So that it affects the success of product innovation and its impact on competitiveness.
2. The SWOT analysis on XYZ Fashion Store is to provide a strong foundation for Toko Fashion XYZ in formulating effective marketing strategies to optimize competitive advantage. XYZ Fashion Stores are able to comprehensively understand strengths, weaknesses, opportunities, and threats, and companies can also design product differentiation strategies, strengthen digital marketing, and improve customer experience so that they are able to survive and thrive in a competitive fashion market.
3. The SO, ST, WO, and WT strategies at XYZ Fashion Stores are to define appropriate marketing policies and focus on long-term competitive advantage. Thus, XYZ Fashion Stores can maintain their presence and improve the company's performance and provide additional value in the growing fashion industry by using the SWOT approach.

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