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Analisis SWOT Analysis of Opportunities and Challenges in the Cat Food Industri at XYZ Company

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Abstract: The purpose this article is to identify and analze the internal and external factors that affect the strategic position of XYZ Company in the cat food industry. The object of research on online libraries, *Google scholar*, *Mendeley* and other academic *online* media. The research method uses quantitative descriptive and library *research* sourced from *e-books* and *open access e-journals*.

Keyword: SWOT Analysis, Cat Food Industry, Business Strategy

INTRODUCTION

Keeping pets is a popular hobby for many people, and cats are one of the favorite choices. In choosing food, cat owners generally consider various factors such as nutritional content, raw materials, price, brand and the cat's own preferences. The purpose of this study is to assess the strategy of opportunities and challenges in the cat food industry in a company using the SWOT analysis method with the IFAS and EFAS models so as to identify various factors to formulate company strategy at PT XYZ. This analysis maximizes strengths, and oopportunities and can simultaneously minimize weaknesses, and threats and can also increase the competitiveness of a product. (Mashfufah M, & Munir M, 2019)

Strategy comes from the Greek strategos, which means the art or plan to destroy the enemy through the effective use of resources. The term strategy only fully entered the business world after the second war which at that time the business world was growing rapidly. In business and management organizations, strategy is a management work plan for running a business. Strategy is oriented towards predetermined company goals and targets. (Arif Erfan Moh & Anggreani Rila, 2019)

In addition to focusing on achieving targets, business strategies also need to be able to create a competitive advantage, in the market. A business can be said to have a competitive advantage if the business is able to get higher profits than its competitors. As a condition for obtaining a competitive advantage, a company must create the right strategy, focus on customers and develop

a strategy that is aligned with the resources and policies of the organization. (Arif Erfan Moh & Anggreani Rila, 2019)

METHODS

This research use a quantitative descriptive method to describe the existing situation by relying on numerical data. The analysis process used is SWOT, utilizing IFAS to evaluate internal factors(strengths and weakness) and EFAS to assess external factors (opportunities and threats). The goal of this approach is to assess the opportunities and challenges of company XYZ's cat food industry in the digital era.

RESULT AND DISCUSSION

SWOT Analysis

Analisis Swot analysis is a strategic method use to evaluate the position of an organization, company, product, or project based on four main aspects, namely; Strengths, Weaknesses, Opportunities, Threats. Using SWOT analysis has been modified so that businesses can utilize it without having to understand the size of the sector or intelligence about their approach. (Wicaksono, 2018)

According to the situation (Farrel & Harline, 2005), SWOT analysis serves to obtain information from the analysis by separating it into two main aspects, namely internal factors that include strengths and weaknesses, as well as external factors that include opportunities and threats (Miharja, 2018).Sutojo dan Kleinstauber (2002) state that SWOT aims to set realistic business goals and in accordance with the actual conditions of the company, so that the target is more likely to be achieved (Tamara, 2016). Meanwhile, (Jogiyanto, 2005) explains that SWOT is utilized to deploy the strengths and weaknesses of the company's internal resources.

Cat Food Industry

The cat food industry is showing rapid growth as part of the pet food sector, driven by the increasing number of pet lovers and growing awareness of the importance of animal health and welfare. Modern lifestyles, especially in urban areas, also encourage consumers to choose cat food products that are not only practical, but also of high nutritional value and quality. Today, consumers are more selective in choosing products, taking into account nutritional aspects, safety, and a variety of flavors that suit their cat's tastes. On the other hand, the trend of premium, organic and high-protein food is getting stronger, spurring industry players to continue to innovate. The utilization of technology and e-commerce channels is also expanding market access, providing opportunities for local producers to compete with global brands. With growing demand and ample room for innovation, the cat food industry is predicted to be a potential and sustainable sector in the future. The buying decision is one of the main components of the consumer actor, the stage by stage that consumers go through needs to be well understood so that it gives an impression that leads to the purchase experience and consumer satisfaction, (Syahnur, et al., 2020).

Opportunities and Challenges

Opportunities are favorable conditions that play an important role in the business environment. One of the main sources of opportunities comes from emerging trends or fads. Opportunities can also arise from the discovery of previously untapped market segments, changes in competition or regulation, technological advances, and improved relationships with customers and suppliers, all of which can provide strategic benefits for the company (Hestika et al., 2024).

The utilization of automated technology connected through the internet network has provided convenience in various aspects of life, including in cat food sales activities. In addition, the presence of *e-commerce* also expands the range of transactions, so that the buying and selling process is not only limited domestically, but also reaches international markets (Zulharji Siswanto et al., 2023).

Sone example of a business that is experiencing increased demand at the moment is the cat food business. If previously people paid less attention to the needs of pets such as cats, there is now a change in mindset due to increased education from veterinarians and cat lover communities. This education encourages people to care more about providing cat needs, which in turn increases the purchasing power of cat food products. (Zulharji Siswanto et al., 2023)

Tabel 1. Perhitungan IFAS

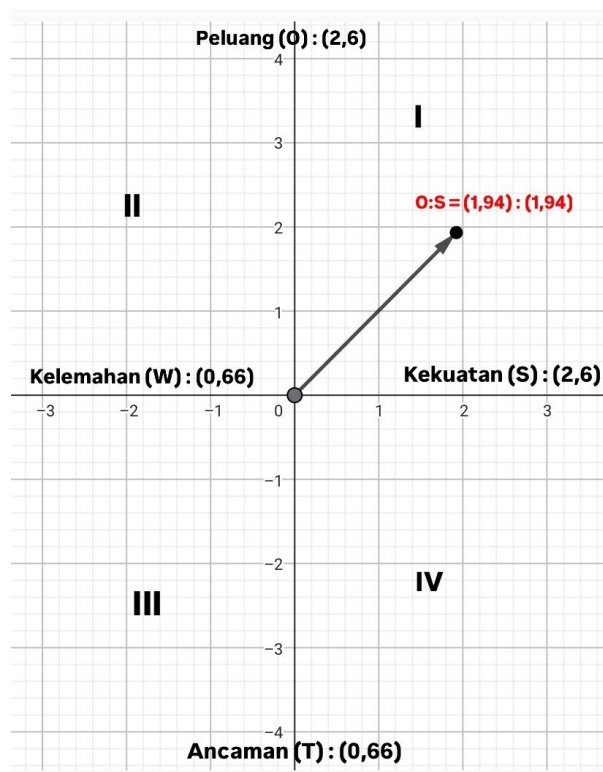
No	Faktor-Faktor	Bobot	Rating	Skor
Strengths (S)				
1.	Brand sudah dikenal luas di Indonesia	0,15	4	0,60
2.	Aktif di berbagai platform digital & marketplace	0,12	4	0,48
3.	Kolaborasi dengan selebriti dan influencer ternama	0,10	4	0,40
4.	Kualitas produk kompetitif dengan harga terjangkau	0,15	4	0,60
5.	Tim kreatif yang adaptif terhadap tren fashion global	0,13	4	0,52
Subtotal		0,67		2,6
Weaknesses (W)				
1.	Desain cenderung massal dan kurang unik	0,08	2	0,16
2.	Ketergantungan tinggi pada e-commerce	0,08	2	0,16
3.	Belum banyak store fisik di daerah	0,07	2	0,14
4.	Pengelolaan stok dan pengiriman kadang terlambat	0,05	2	0,10
5.	Belum banyak eksplorasi bahan yang lebih premium	0,05	2	0,10
Subtotal		0,33		0,66
Total		1		3,24

Tabel 2. Perhitungan EFAS

No	Faktor-Faktor	Bobot	Rating	Skor
Opportunities (O)				
1.	Fashion lokal Indonesia makin dikenal dan diminati di luar negeri	0,13	4	0,52
2.	Kemudahan promosi melalui sosial media	0,13	4	0,52
3.	Generasi muda aktif berbelanja online	0,13	4	0,52
4.	Pasar ekspor terbuka bagi produk lokal	0,13	4	0,52
5.	Dukungan pemerintah pada UMKM & produk lokal	0,13	4	0,52
Subtotal		0,65		2,6
Threats(T)				

1.	Banyak brand luar masuk ke pasar Indonesia	0,08	2	0,16
2.	Tren fashion yang berubah sangat cepat	0,08	2	0,16
3.	Biaya logistik dan bahan baku yang terus meningkat	0,07	2	0,14
4.	Ancaman pembajakan atau desain tiruan di pasar lokal dan online	0,06	2	0,12
5.	Ketergantungan terhadap platform digital (TikTok, Shopee, Instagram)	0,04	2	0,08
Subtotal		0,33		0,66
Total		1		3,26

Tabel 3. Diagram Kuadrat IFAS & EFAS



Koordinat SWOT: (1,94 ; 1,94)

Dihitung berdasarkan:

Kekuatan – Kelemahan = $2,6 - 0,66 = 1,94$ (sumbu X)

Peluang – Ancaman = $2,6 - 0,66 = 1,94$ (sumbu Y)

Posisi Titik: Kuadran I → Strategi SO (Kekuatan-Peluang)

Ini menunjukkan bahwa perusahaan memiliki kekuatan internal dan peluang eksternal, cocok untuk menerapkan strategi yang agresif atau melakukan perluasan.

Strategi yang Disarankan:

Manfaatkan kekuatan yang dimiliki untuk memanfaatkan peluang.

Contoh: pemasaran melalui digital, memperluas pasar, berkolaborasi dengan merek lain.

- a. Kuadran I (SO): Perusahaan memiliki kekuatan dan peluang yang ada
→ strategi perluasan atau yang agresif.
- b. Kuadran II (WO): Terdapat peluang tetapi perusahaan mempunyai keterbatasan kekuatan
→ strategi untuk memperkuat kapasitas internal.
- c. Kuadran III (WT): Perusahaan memiliki kekuatan yang lemah dan menghadapi banyak ancaman
→ strategi defensif.
- d. Kuadran IV (ST): Perusahaan memiliki kekuatan, namun terancam oleh ancaman
→ strategi untuk diversifikasi atau untuk melindungi.

Tabel 4: Matriks SWOT Perusahaan XYZ

Internal Faktor Eksternal Faktor	STRENGTH (S)	WEAKNESSES (W)
	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.
OPPORTUNITY (O) 1. 2. 3. 4. 5.	STRENGTH- OPPORTUNITY (SO)	WEAKNESSES- OPPORTUNITY (WO)
THREATS (T) 1. 2. 3. 4. 5.	STRENGTH-THREATS (ST)	WEAKNESSES-THREATS (WT)

CONCLUSIONS

The cat food industry has significant growth potential, with the increasing trend of pet ownership in urban areas and consumers growing awareness of the importance of animal nutrition. However, the company also faces several challenges, such as heightened competition from major players in the industry, as well as reliance on imported raw materials that are susceptible to price fluctuations. In addition, regulatory demands for quality standards, product quality and safety put pressure on the company's readiness to improve production processes. In order to complete effectively, XYZ needs to develop innovative strategies, including strengthening the cat food brand through digital marketing, creating products that meet market demand, and improving efficiency in the supply chain. With in adaptive approach and a focus on quality, growth opportunities in the industry can be optimally maximixed.

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