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Marketing Strategies in Micro Cake Business to Increase Competitiveness (Case Study on Micro Business Hii.Misu in Serang District, Serang City)

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Abstract: Micro, Small, and Medium Enterprises (MSMEs) play a pivotal role in driving Indonesia's economic growth, particularly through their capacity to enhance the economic landscape of local communities. This study aims to determine marketing strategies in micro cake business to increase competitiveness in Serang City. The research adopts a qualitative methodology, utilizing purposive sampling to select a total of ten respondents, which includes one business owner, two employees, and seven consumers. Data analysis is conducted using several strategic tools, including the Internal Factor Evaluation (IFE) and External Factor Evaluation (EFE) matrices, as well as the Internal-External (IE) matrix, SWOT analysis, and Quantitative Strategic Planning Matrix (QSPM) analysis. The findings reveal that the weighted average score for the IFE is 2.85, while the average score for the EFE is 3.27. These scores are instrumental in determining the business's position within the IE matrix, indicating its growth and build. A subsequent SWOT analysis identifies and examines strategies based on the business's strengths, weaknesses, opportunities, and threats. The strategies derived from the SWOT analysis are then prioritized using the QSPM analysis, revealing that the foremost priority strategy for UMKM Hii.Misu is market development, which has the highest Total Attractiveness Score (TAS) of 5.692. This strategy enables UMKM to expand its reach to external markets by leveraging social media marketing to promote its authentic products.

Keywords: Marketing Strategy, Competitiveness, MSMEs.

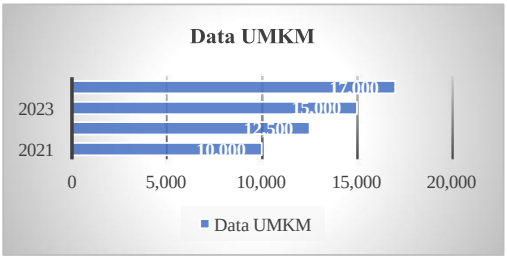
INTRODUCTION

Economic development is essentially inseparable from the participation of the society and the government. In this context, local economic activities often arises from small community group striving to generate profit, commonly referred as Micro, Small and Medium Enterprises (MSMEs). Micro, Small, and Medium Enterprises (MSMEs) serve as a viable solution to elevate the economic status of the general populace. Unlike large companies, MSMEs have locations in various places, including in all provinces in Indonesia and far from

the development of the times. With the existence of MSMEs, small communities do not need to flock to the city to get a decent living (Wibowo et al., 2023).

MSMEs currently contribute to the national Gross Domestic Product (GDP) by 60.51% and are able to absorb almost 97% of the total workforce in Indonesia (Ekon.go.id, 2024). MSMEs have long been known as the backbone of the Indonesian economy and have contributed greatly to the creation of jobs, income and more equitable economic distribution (Raja et al., 2023).

In Indonesia itself, the majority of cooperatives and MSMEs are concentrated on the island of Java. Of the 9.11 million cooperatives and MSMEs, 59.19% or around 5.4 million of them are concentrated on the island of Java (Pristiandaru, 2023). One of the cities located on the island of Java is Serang, the capital of Banten Province, often referred to as the "City of Santri." Its strategic geographical and cultural conditions have fostered the rapid growth of micro, small, and medium enterprises (MSMEs) to date.



Source: Badan Pusat Statistik (BPS) Kota Serang. (2021-2024)

Figure 1. MSME Data and Economic Statistics

From the Figure 1 above, it can be explained that MSMEs in Serang City showed positive growth between 2021 and 2024. From 10,000 MSMEs in 2021, 12,500 MSMEs in 2022, 15,000 MSMEs in 2023 and 17,000 MSMEs in 2024. This trend continues to show good sustainability and potential for the MSME sector in the area. Meanwhile data per sub-district in Serang City is shown below:

Table 1. Traders Data in Serang City 2023

Sub-District	Number of Traders by District in Serang City		
	Large Trader 2023	Medium Trader 2023	Small Trader 2023
Kota Serang	538	176	9.612
Curug	30	-	741
Walantaka	31	33	688
Cipocok Jaya	197	48	2.757
Serang	233	49	4.006
Taktakan	45	43	1.060
Kasemen	2	3	362

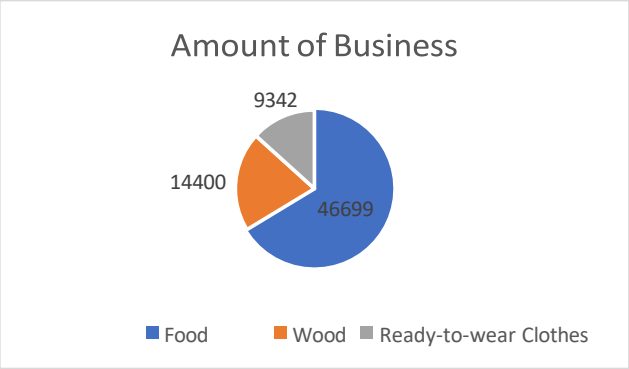
Source: Badan Pusat Statistik Serang City (2023)

The latest data from BPS Serang City at Table 1 above, shows that small traders, numbering 9,612, significantly higher than medium and large traders, who have very few representatives in Kasemen District (three and two, respectively). This highlights the need to enhance marketing strategies for small businesses to increase their presence and positively impact regional economic income.

To increase the existence of MSMEs, an appropriate and effective marketing strategy is needed so that the business can run bigger and wider. Marketing is a series of activities aimed at planning, developing, and communicating the value of a product or service to customers or

target markets. The main purpose of marketing activities is to build awareness, create interest, and stimulate customer desire so that they choose, buy, and maintain the products or services offered by a company or individual (Kotler & Keller, 2017). Micro, Small, and Medium Enterprises (MSMEs) need to improve their ability to compete by using strong marketing strategies. To stand out in the market, these strategies should be designed specifically to attract their intended customers. As the market becomes more competitive and changes rapidly, it is crucial for all businesses, including MSMEs, to face their competitors directly. The goal should be to successfully navigate the competitive environment in the best way possible (Sulistiyani et al., 2020).

Many MSMEs are still not optimal in utilizing digital technology for marketing and promoting their products (Budianto, 2020). This causes many MSMEs to lose market share and have difficulty in reaching wider consumers. Serang City, located in Banten Province, is dominated by MSMEs in the food industry as shown by the data below:



Source: Badan Pusat Statistik (BPS) Serang City 2021-2024

Figure 2. Banten Province MSME Data Based on Business Type

The graph in the Figure 2 above, shows that the food industry leads in the number of businesses in Banten Province, with 46,699 MSMEs, significantly outpacing other sectors like wood and apparel. This indicates high demand for the food industry in the region.

One of the MSMEs in Serang City that operates in the culinary industry of cake/bakery food is the MSME Hii.Misu which is the pioneer of the first mille crepes product in Serang. This cake shop is located on Jln KH. Jamhari, Serang City, Banten, which has been established since 2020. This business is experiencing declining sales due to increased local competition post-COVID-19. Despite its unique product, strong brand awareness on social media, and being a pioneer in Serang City, it faces challenges like limited resources and creativity in marketing. An effective marketing strategy is needed to overcome these obstacles, as the business has shown good growth but still encounters difficulties. Despite having over 11,000 followers on Instagram, this UMKM faces stiff competition from other businesses selling similar products. This highlights that entering digital platforms still presents challenges, particularly in technology.

Based on the background above, the author is interested in conducting research with the title "Marketing Strategy in Micro Business Cake Products in Increasing Competitiveness". This study aims to identify factors that influence the competitiveness of the business, analyze marketing strategies that can be carried out by and evaluate the right strategy to be implemented. Through in-depth analysis, it is hoped that this study can provide concrete recommendations for business owners in increasing competitiveness in the market.

Literature Review

a. Definition of Marketing Strategy

Marketing is a socio-economic process based on meeting the needs of individuals and groups by producing effects to achieve maximum individual or group satisfaction (Yulia Anggraeni et al., 2022). Marketing strategy is an effort to offer or market a product or service, using a specific plan and tactics so that the number of sales increases higher (Astuti & Ratnawati, 2020). Marketing strategy refers to an organization's integrated pattern of decisions that determine important choices about products, markets, marketing activities and marketing resources in creating, communicating and/or delivering products that offer value to customers in exchange with the organization and thereby enable the organization to achieve specific objectives (Varadarajan, 2010).

b. Management Strategic

Strategic management can be defined as a process that is systematically designed to formulate, implement and evaluate strategies to realize an organization's vision (Hutabarat et al., 2023). According to Glueck in (Kemarauwana & Anjarnako, 2018) strategic management is a series of managerial decisions and actions that lead to the formulation of effective strategies to achieve company goals.

c. Competitiveness

Competitiveness is the ability to produce goods and services that meet international standards, and at the same time maintain a high and sustainable level of income or the ability of a region to generate a high level of income and employment opportunities by being open to external competition (Arif et al., 2022).

d. Internal Environmental Analysis

The internal environment is everything that exists within the organization itself, from leaders to subordinates, who work together to achieve organizational goals (Maisah, 2018). Internal environmental analysis reviews an organization's resources and capabilities to formulate strategic plans, highlighting strengths and weaknesses. Identifying these factors allows an organization to create effective strategies to achieve its goals (Selian et al., 2021).

e. External Environmental Analysis

The external environment is external factors that can influence a company's choice of direction and actions and influence its organizational structure and internal processes (Handayani & Sarwono, 2021). According to David in (Pahlevi & Musa, 2023) external environmental analysis scans a company's environment to identify threats and opportunities impacting performance. Opportunities and threats constantly exist and often outnumber available resources, placing the organization's strengths at a disadvantage when addressing threats while pursuing opportunities.

f. Internal Factor Evaluation (IFE) and External Factors Evaluation (EFE) Matrix Analysis

The Internal Factor Evaluation (IFE) matrix is a strategy formulation tool used to summarize and evaluate key strengths and weaknesses in a business's functional areas, and also provides a basis for identifying and evaluating relationships between these areas (Ningsih & Hamanah, 2017). While the External Factor Evaluation (EFE) matrix is used to find out the company's external factors related to opportunities and threats that are considered important. External data is collected to analyze matters concerning economic, social, cultural, demographic, environmental, political, governmental, legal, technological, and competitive issues (Ningsih & Hamanah, 2017).

g. Internal-External (IE) Matrix

The combination of the two IFE and EFE matrices produces an internal-external (IE) matrix containing nine types of cells that show the total weighted combination of values from the IFE and EFE matrices (Hardiansyah et al., 2023). This matrix uses the IFE total weighted score as the X-axis and the EFE total weighted score as the Y-axis (Rangkuti, 2019).

h. SWOT Analysis

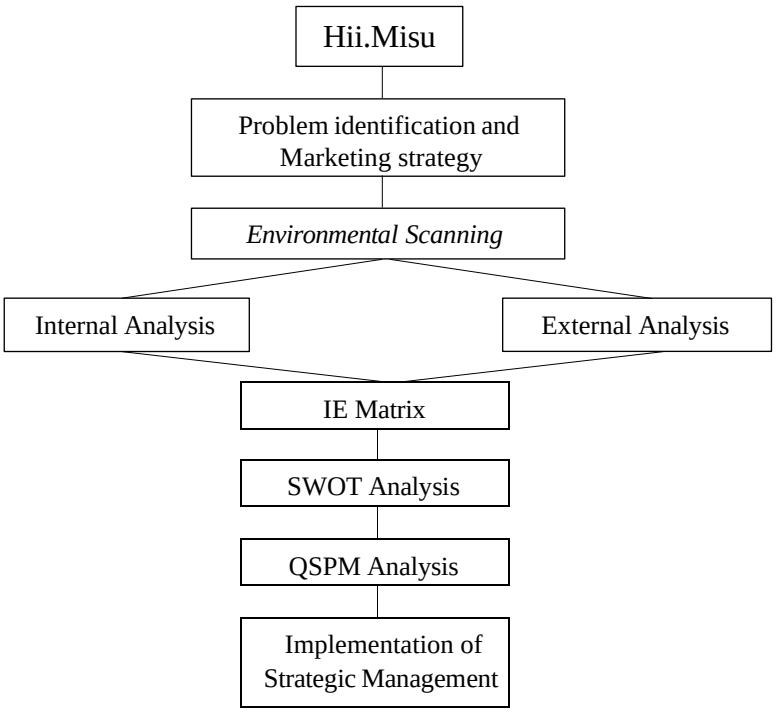
SWOT analysis is an analysis model to identify how big and small the strengths and weaknesses of a company are and how big and small the opportunities and threats that may occur are. This analysis is based on the assumption that an effective strategy will maximize existing strengths and opportunities and minimize weaknesses and threats (Hardiansyah et al., 2023).

i. QSPM Analysis

The final stage of strategy analysis involves selecting suitable strategies for implementation using the QSPM analysis tool. Alternative strategies are derived from the SWOT matrix, which considers the company's internal and external factors (Setyorini et al., 2016). The QSPM Matrix (Quantitative Strategic Planning Matrix) analyzes alternative strategies to prioritize them. It combines internal and external factors from previous analyses, allowing management to rank strategies for implementation (Qanita, 2020).

Theoretical Framework

Based on the literature review conducted, a conceptual framework has been developed to guide this research.



Source: Processed by primary data (2025)

Figure 3. Theoretical Framework

METHODS

Type, Location and Data Collection

This research was conducted using qualitative data. Qualitative is research and understanding based on methodology that investigates a social phenomenon and human problems. This research was conducted with the aim of seeing as a whole how marketing strategies to increase competitiveness are implemented by business actors using the IFE, EFE, IE, SWOT Matrix and QSPM analysis.

Hii.Misu located in Jln KH. Jamhari across SDN7 Kota Serang, Banten. This study relies on primary data and secondary data where primary data can be obtained directly from the owner of the Hii.Misu business through interviews and consumers who are respondents through questionnaires. While secondary data is obtained from journal data, previous research and books that are relevant to this study.

Respondents were intentionally selected (purposively) from Hii.Misu business owners and consumers to inform effective marketing strategies. The sampling method considered a location with significant market potential and competition. Bunga Khadisa owns the Hii.Misu micro business. Criteria for respondents included purchasing Hii.Misu cake products at least twice and being at least 17 years old.

Data Analysis

Data processing in this study involved analyzing internal and external environmental factors for Hii.Misu micro businesses. Internal factors, such as production and finance, were assessed for strengths and weaknesses, while external factors, including economic conditions and competition, were evaluated for opportunities and threats. The IFE and EFE matrices were used, followed by the IE matrix to assess market strength. Finally, SWOT and QSPM matrices were employed to develop alternative strategies.

RESULTS AND DISCUSSION

General Condition of the Research Location

Serang District is one of six districts in the Serang City area that was formed based on Undang-Undang Number 32 of 2007, Concerning the Establishment of Serang City in Banten Province. Consisting of 12 Sub-districts with a population of 203,354 people. Serang District is the central service area of Serang City besides Cipocok Jaya District, with Serang Village as the center of primary functions of government, education, trade, services and secondary functions of housing, dry land agriculture and artificial tourism.

Business Background

Hii.Misu is a micro business founded by Bunga Kadisha Riyoedra in February 2020 in Serang City, specializing in mille crepes, a French layered cake. The company aimed to introduce this unfamiliar product to the local market, capitalizing on minimal competition. Initial marketing involved direct sales and participation in community events like Car Free Day to boost awareness and gauge consumer response. However, Hii.Misu faced challenges in educating locals about this new product.

Hii.Misu has attracted public interest through innovation and consistent product quality, leading to increased demand and the establishment of a physical outlet in Serang. This location enhances consumer access and strengthens its brand as a mille crepes pioneer in the area. Hii.Misu produces over 120 mille crepes daily and diversifies its offerings with various flavors, like lotus biscoff and nutella almond, tailored to local preferences. This approach fosters consumer loyalty and maintains stable sales.

Internal Environmental Analysis

Internal analysis is the stage of identifying the business environment that originates from internal factors. This internal analysis consists of a combination of analysis of the company's strengths and weaknesses. The results of the analysis of Hii.Misu as a cake/bakery UMKM have the following strengths and weaknesses:

1. Strengths
    a. Cake products that have superior taste compared to other products on the market.
    b. Attractive cake product packaging that increases the appeal to buy.
    c. Businesses that provide fast and friendly service to consumers.
    d. Cake products that are consistent in taste and texture quality.
    e. Products that are easy to find in stores or through online ordering.
2. Weaknesses
    a. The price of the product is too high compared to similar products.
    b. The availability of cake product stock is often insufficient to meet consumer needs.

c. The business location is difficult to reach or not strategic.
d. The promotional media used by the business is less effective in reaching consumers.
e. The variety of cake products offered is limited and less innovative.

External Environmental Analysis

External analysis evaluates factors outside the company that can affect the company's performance. External analysis consists of opportunity and threat factors that need to be faced by the company. The results of the analysis of Hii.Misu as a cake/bakery UMKM have the following opportunity and threat factors:

1. Opportunities
   a. Potential to reach a wider market outside Serang City
   b. The increasingly good development of social media provides a platform to increase the popularity of this cake product.
   c. Opportunities for collaboration with other business partners such as cafes or souvenir shops in an effort to increase sales.
   d. The concept of local cake products is still rare in Serang City so that it can provide quite significant opportunities.
   e. Availability of service features that can be used in the fast delivery process or custom orders.
2. Threats
   a. Competition with similar food industry businesses in Serang City is quite tight.
   b. Cheaper cake products influence consumer purchasing decisions.
   c. Changes in consumer tastes that are difficult to predict.
   d. Increasing prices of raw materials that are unstable, so that prices can affect the sustainability of this business.
   e. Consumers tend to choose products from better-known brands than small businesses.

IFE and EFE Matrix Analysis

After determining the internal and external environmental analysis, the results are then identified as Strengths, Weaknesses, Opportunities, Threats (SWOT). The results of the weight and rating in IFE and EFE in this study were obtained through questionnaires towards 10 respondents distributed by researchers and then filled in by respondents according to the current situation.

Table 2. Internal Factor Evaluation (IFE) Matrix

No.	Code	Internal Factors (*Strengths*)	Weight	Rating	Score
1	St1	Quality of product	0,13	3,20	0,43
2	St2	Product visual	0,09	0,09	0,28
3	St3	Business service	0,13	0,13	0,44
4	St4	Brand consistency	0,09	0,09	0,28
5	St5	Product easy to find	0,04	0,04	0,13
		Total	**1,00**		**1,56**
No.	**Code**	**Internal Factors (*Weaknesses*)**	**Weight**	**Rating**	**Score**
1	Wn1	High product prices	0,13	2,6	0,35
2	Wn2	Limited raw material for products	0,07	2,8	0,19
3	Wn3	Location is not strategic	0,09	2,4	0,21
4	Wn4	Ineffective media of promotion	0,13	2,5	0,33
5	Wn5	Lack product variety	0,09	2,4	0,21
		Total	**1,00**		**1,29**
		Total			**2,85**

Source: Processed by primary data (2025)

The IFE matrix results indicate an internal strength score of 1.56, with product quality as the highest factor (0.43) and easy-to-find products as the lowest (0.13). The internal

weakness score is 1.29, with high product prices (0.35) as the highest indicator and limited supply of materials (0.19) as the lowest. The combined IFE score is 2.85, suggesting that improving strengths is essential to minimize weaknesses.

The next step is to determine the EFE matrix and the following result is below:

Table 3. External Factor Evaluation (IFE) Matrix

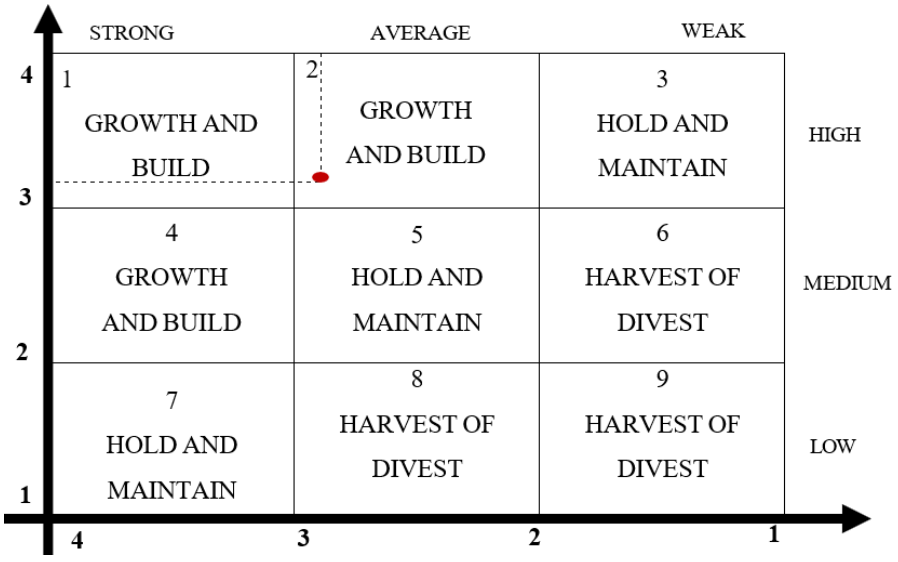
No.	Code	External Factors (*Strengths*)	Weight	Rating	Score
1	Op1	Potential to reach a wider market	0,13	3,00	**0,39**
2	Op2	Social media provides a platform for product popularity	0,13	3,50	**0,46**
3	Op3	Opportunities for cooperation with business partner	0,11	3,50	**0,38**
4	Op4	Concept of local cake product is still rare	0,09	3,30	**0,29**
5	Op5	Service features are able to facilitate product distribution	0,11	3,30	**0,36**
		Total	**1,00**		**1,87**
No.	**Code**	**External Factors (*Strengths*)**	**Weight**	**Rating**	Score
1	Tr1	The competition in the food industry is quite tight	0,11	3,30	**0,36**
2	Tr2	Cheaper cake products influences purchasing decisions	0,07	3,40	**0,22**
3	Tr3	Changes in consumer tastes are difficult to predict	0,04	3,50	**0,15**
4	Tr4	Raw material prices increase	0,09	3,20	**0,28**
5	Tr5	Consumers tend to choose well-known products	0,13	3,00	**0,39**
		Total	1,00		**1,40**
		Total			**3,27**

Source: Processed by primary data (2025)

The EFE Matrix at the Table 3 above, indicate a total score of 1.87 for external opportunities, with values ranging from 0.29 (local cake products) to 0.46 (social media's role in popularity). The total score for external threats is 1.40, with values from 0.15 (unpredictable consumer tastes) to 0.39 (preference for well-known products). The combined EFE score is 3.27, suggesting that continuous improvement of opportunities is necessary to address threats.

IE Matrix

The IFE (Internal Factor Evaluation) and EFE (External Factor Evaluation) matrices that have been given weights and rankings and have values (scores) for each factor will then be combined into an IE (Internal/External) matrix, the results will show the strength position of the success of the strategy that has been implemented by the business.



Source: Processed by primary data (2025)

Figure 4. Internal External (IE) Matrix

Based on the results of the IE matrix calculation in the Figure 4, it can be seen that the results obtained are the score of the Hii.Misu cake product micro business in the IFE matrix is 2.85 and the EFE matrix score is 3.27. These results place the Hii.Misu cake business in quadrant II in the IE matrix, which can be described as a company that grows and builds (growth and build). The right strategy to be used by the Hii.Misu business is a market penetration strategy. Market penetration is a strategy that seeks to increase market share for products that are currently on the market through greater marketing efforts. Product development is a strategy that seeks to increase sales by improving and updating products.

SWOT Analysis

This SWOT matrix analysis is made based on the development of the IE matrix results and this analysis also uses data obtained in the IFE and EFE matrices. This analysis includes the results of various alternative strategies where there are four main types of strategies that are implemented, including SO (Strength-Opportunities), ST (Streng-Threat), WO (Weaknesses-Opportunities), and WT (Weaknesses-Threat) strategies.

Table 4. SWOT Matrix

IFE / EFE	**Strengths**	**Weaknesses**
	– Cake products that have superior taste compared to other products on the market. – Attractive cake product packaging that increases the appeal to buy. – Businesses that provide fast and friendly service to consumers. – Cake products that are consistent in taste and texture quality. – Products that are easy to find in stores or through online ordering.	– The price of the product is too high compared to similar products. – The availability of cake product stock is often insufficient to meet consumer needs. – The business location is difficult to reach or not strategic. – The promotional media used by the business is less effective in reaching consumers. – The variety of cake products offered is limited and less innovative.
Opportunities – Potential to reach a wider market outside Serang City – The increasingly good development of social media provides a platform to increase the popularity of this cake product. – Opportunities for collaboration with other business partners such as cafes or souvenir shops in an effort to increase sales. – The concept of local cake products is still rare in Serang City so that it can provide quite significant opportunities. – Availability of service features that can be used in the fast delivery process or custom orders.	**SO Strategies** – Market development strategy: Reaching markets outside the city with authentic tasting products through social media marketing. (St1, St2, Op1, Op2, Op4, Op5) – Excellent service strategy: Using good hospitality to establish cooperation. (St3, Op3) – Internet marketing strategy: Maximizing the use of applications on the Internet in the delivery process. (St5, Op5)	**WO Strategies** – Market penetration strategy: Targeting market share outside the city, which is in accordance with the product price through cooperation events in the community. (Wn1, Wn3, Wn4, Op1, Op3) – Alliance strategy with other distributors: Expanding the supplier network with the help of social media. (Wn2, Op2) – Product variation strategy: Increasing product variation by asking consumers to evaluate products assisted by internet services. (Wn5, Op2)

Threats	ST Strategies	WT Strategies
– Competition with similar food industry businesses in Serang City is quite tight. – Cheaper cake products influence consumer purchasing decisions. – Changes in consumer tastes that are difficult to predict. – Increasing prices of raw materials that are unstable, so that prices can affect the sustainability of this business. – Consumers tend to choose products from better-known brands than small businesses	– Branding strategy: Strengthen brand image and get to know consumers better in the market. (St5, Tr1, Tr5) – Product portfolio strategy: Strengthen product and service values, so that consumers feel that the product price is in accordance with what is received. (St1, St2, Tr2) – Marketing research strategy: Knowing the factors and stages of consumer purchasing decisions, one of which is by interacting more closely. (St3, Tr3)	– Target costing strategy: Minimize raw material costs & make social media promotions more effective. (Wn1, Wn2, Tr5) – Product variation strategy: Add new product variants, if necessary, the idea comes from similar businesses that are in the market leader position. (Wn4, Wn5, Tr1, Tr3)

Source: Processed by primary data (2025)

From the Table 4 above, it can be concluded that 11 strategies were obtained, which all of them will be sorted using the QSPM analysis to determine the priority strategy.

QSPM Analysis

An analysis of internal and external factors has been conducted using the Internal Factor Evaluation (IFE) and External Factor Evaluation (EFE) matrices. This analysis was further enhanced through the matching stage with the Internal-External (IE) matrix and the SWOT matrix. The subsequent phase involves decision-making facilitated by the Quantitative Strategic Planning Matrix (QSPM) analysis.

The QSPM analysis is derived from a questionnaire administered to ten respondents to determine the attractiveness score (AS). Each factor associated with the proposed strategies has its AS value multiplied by the corresponding weights from the Internal Factor Evaluation (IFE) and External Factor Evaluation (EFE) matrices, resulting in the Total Attractive Score (TAS). The TAS values are then totaled for each factor and strategy, then all of them are ranked in ascending order based on their total scores. Below is a summary of the calculated alternative strategies derived from the QSPM.

Table 5. QSPM Analysis

No.	Alternative Strategy	TAS Score	Priority
1	**Market development strategy**: Reaching markets outside the city with authentic tasting products through social media marketing.	5,692	1
2	**Excellent service strategy**: Using good hospitality to build cooperation.	4,428	9
3	**Internet marketing strategy**: Maximizing the use of Internet applications in the delivery process.	5,676	3
4	**Market penetration strategy**: Targeting market share outside the city, which is in accordance with the product price through collaborative events in the community.	5,482	5
5	**Alliance strategy with other distributors**: Expanding the supplier network with the help of social media.	4,401	10
6	**Product variety strategy**: Increasing product variety by asking consumers to rate products assisted by internet services.	4,651	8
7	**Branding strategy**: Strengthening brand image and getting to know consumers better in the market.	5,650	4
8	**Product portfolio strategy**: Strengthen the value of products and services, so that consumers feel that the price of the product is in accordance with what they receive.	5,688	2
9	**Marketing research strategy**: Knowing the factors and stages of	3,891	11

	consumer purchasing decisions, one of which is by interacting more closely.		
10	**Target costing strategy**: Minimize raw material costs & make social media promotions more effective.	4,726	7
11	**Product variation strategy**: Adding new product variants, if necessary, the idea comes from similar businesses that are in the market leader position.	5,258	6

Source: Processed by primary data (2025)

Based on the Table 5 above, the results of the sequence of priority alternative strategies can be used as guidelines for implementation for micro businesses of Hii.Misu products. The following is the sequence of alternative strategies from the results of the QSPM analysis:

1. Market development strategy
2. Excellent service strategy
3. Internet marketing strategy
4. Market penetration strategy
5. Alliance strategy with other distributors
6. Product variation strategy
7. Branding strategy
8. Product portfolio strategy
9. Marketing research strategy
10. Target costing strategy
11. Product variation strategy

CONCLUSION AND RECOMMENDATIONS

Conclusion

Based on the research conducted on marketing strategies in micro cake business to increase competitiveness, the following conclusions were obtained:

1. **Analysis of Internal and External Factors**: The primary strength of the business lies in its high-quality product. However, a significant weakness is the product's elevated price point. An opportunity exists in leveraging social media as a platform to enhance product visibility, while a notable threat is the tendency of consumers to favor established brands.
2. **Internal-External (IE) Matrix Insight**: The identification of the IE matrix provides valuable insights into the strategic options available for the Hii.Misu cake product business. Positioned in quadrant II (Growth and Build), the business demonstrates potential for expansion. Consequently, a market penetration strategy is recommended. This approach aims to increase market share for existing products within the current market through intensified marketing efforts.
3. **Quantitative Strategic Planning Matrix (QSPM) Results**: The QSPM analysis indicates that the top-priority strategy, determined by the highest Total Attractiveness Score (TAS) of 5.69, is a market development strategy. This suggests that the Hii.Misu cake product business should focus on enhancing its market share for existing products by implementing more aggressive marketing initiatives.

Recommendations

To effectively promote Hii.Misu cake products as micro businesses, it is essential to leverage the company's inherent strengths. This can be achieved through product innovation and enhancement, alongside the development of human resources. Additionally, maximizing opportunities for business growth involves expanding market share via strategic market penetration. Utilizing internet media and actively participating in marketing events and exhibitions will further facilitate this process.

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