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ED OUT (Education Source Trust) Business Planning Marketing Strategy with SWOT Analysis

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Abstract: The purpose of this study is to explore the role of SWOT analysis in managing a company's marketing strategy. In an ever-changing business context, SWOT analysis is key in the formulation and execution of marketing strategies that are adaptive to the dynamics of the business environment. This research adopts a qualitative descriptive approach with a focus on the management of ED OUT (Education Source Trust) as the subject of analysis. Through the use of questionnaires, data was obtained from 40 respondents to assess the strengths, weaknesses, opportunities and threats relating to marketing and sales strategies over a six-month period. Questionnaire results from 40 respondents, consisting of university students and students, revealed that ED OUT's main strengths lie in appropriate resource consulting services (70.0%), qualified human resources (40.0%), and resource persons with strong academic and practical expertise (77.5%). However, the price aspect of the service (40.0%) shows potential for improvement. The main weaknesses of ED OUT are lack of familiarity in the community (57.5%), limited market access (40.0%), and lack of a clear competitive advantage (17.5%), with an average weakness of 38.3%. Opportunities available to ED OUT include partnerships or acquisitions (35.0%), expansion of services (65.0%), market expansion (50.0%), and adoption of new technologies (32.5%), with an average opportunity of 45.6%. However, ED OUT is also faced with threats in the form of intense competition (42.5%), changing market trends (17.5%), and changing consumer preferences (27.5%), with an average threat of 29.1%.

Keywords: Marketing Strategy; Business Planning; SWOT Analysis

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1. Introduction

The education industry has entered an era of challenges and opportunities. Advances in information and communication technology have changed the pattern of knowledge delivery, allowing people to acquire information and skills through various platforms, including seminars, webinars and workshops [1]. In this context, the need for actual, relevant and high-quality information is increasingly urgent, encouraging people to always engage in the process of learning and continuous development in various fields of education [2]. The selection of qualified and competent experts or resource persons is a crucial factor in organizing a successful event [3].

The quality and expertise of the resource persons not only affect the credibility of the event, but can also determine the success of the event in meeting participants' expectations and needs [4]. Therefore, careful and strategic planning in finding and working with experts or resource persons is very important to ensure the success of educational events [3]. With that, the business idea of the ED OUT (*Education Source Trust*) company, which is engaged in consulting services for the selection of experts or resource persons, was

conceived, and saw considerable potential in utilizing technology in the form of an online platform.

Every business entity, whether product or service focused also has aspirations to grow and expand. This growth is aimed at maintaining and increasing profit margins or operational profitability [5]. One of the keys to achieving this is by maintaining and increasing the sales volume of the products or services offered. In this context, the implementation of the right marketing strategy, by optimizing existing opportunities becomes the key to improving or maintaining the company's position in the market [6]. Marketing strategy is a series of programs used by companies to identify target markets. The goal is to meet consumer needs by arranging a combination of various marketing elements. These elements include product, distribution, promotion, and price [7].

Based on this information, it can be concluded that marketing is a process that involves social and managerial aspects in which individuals and groups fulfill their needs and wants by creating, offering, and exchanging something that has value. The marketing function is not only limited to providing products or services to consumers, but also about how these products or services can fulfill customer satisfaction while generating profits [8]. With the efforts to research the market and customer segmentation of this service business, it is hoped that all possibilities that exist can be controlled or controlled. Market research and customer segmentation are two crucial components of business planning in a marketing context [9]. Market research helps companies understand the market in which they operate, while customer segmentation enables the identification and targeting of specific customer groups [10]. Thus, these two aspects are related and play an important role in shaping an effective marketing strategy.

In an effort to improve the effectiveness and efficiency of business planning for consulting services to find experts/resource persons in the field of education, an in-depth analysis of the strengths, weaknesses, opportunities, and threats that affect business operations and strategies is needed. Before a company sets and implements its marketing strategy, a step that must be taken is to conduct a SWOT (Strength, Weakness, Opportunity, and Threats) analysis. This analysis aims to identify and evaluate the strengths, weaknesses, opportunities, and threats that exist in the company itself [11].

SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) is one of the effective analysis methods to identify and evaluate these factors. SWOT analysis has a crucial role in company management as a foundation for planning and executing marketing strategies, given the instability of a business environment that is always fluctuating [12]. Through SWOT analysis, educational event organizers can identify their strengths and advantages, assess limitations and weaknesses that need to be improved, identify new opportunities that can be utilized, and anticipate threats that may be faced. Thus, educational event organizers can develop more effective, innovative and competitive planning strategies, so as to meet the needs and expectations of participants and optimize the business potential of consulting services in the field of education

By understanding the strengths, weaknesses, opportunities, and threats, ED OUT can formulate an appropriate marketing strategy. Focusing on strengths and opportunities, while mitigating weaknesses and threats, will help ED OUT achieve its business goals and contribute positively to the field of education. Therefore, research with SWOT analysis is expected to make a marketing strategy by looking at both aspects of market research and customer segmentation in developing and optimizing business planning for consulting services to find experts / speakers in the field of education, so as to improve the quality, relevance, and positive impact of each event held.

2. Results

In this study, an analysis of internal and external factors was carried out by distributing questionnaires to 40 respondents consisting of students and students and producing SWOT indicators on the marketing strategy of ED OUT services. SWOT identifies the internal and external elements that are crucial to achieving business goals

[13]. Internal factor analysis is analyzing the strengths and weaknesses of the ED OUT company, while external factor analysis is analyzing opportunities and threats.

Based on the results of the analysis, the strengths of ED OUT are providing consultation services to determine suitable resource persons, providing qualified and experienced human resources, providing resource persons who have practical experience in the field and have strong academic expertise, providing resource persons who are experts in relevant fields, and affordable prices. This strength has a high percentage of 56.0%

Table 1. Results of Respondents' Answers on the Strength of ED OUT

Indikator	Persentase
Provide consultation services to determine suitable sources	70,0%
Providing qualified and experienced human resources	40,0%
Provide resource persons who have practical experience in the field and strong academic expertise.	77,5%
Provide resource persons who are experts in relevant fields	52,5%
Affordable price	40,0%
Average	56,0%

The weaknesses in the resource consulting services business for webinars, seminars or workshops are that the business is not yet well-known enough, lack of market access or limited distribution, does not have a clear competitive advantage. This weakness owned by ED OUT has a low percentage of 38.3% and this is good.

Table 2. Results of Respondents' Answers to ED OUT Weaknesses

Indikator	Persentase
Not familiar with resource consulting services	57,5%
Lack of market access or limited distribution	40,0%
No clear competitive advantage	17,5%
Average	38,3%

ED OUT's consulting services business has several opportunities for future development, namely partnerships or acquisitions with other companies, expansion of services to cover various topics or industries, market expansion to outside the region, and adoption of new technology to improve efficiency. This opportunity has a fairly high percentage of 45.6%.

Tabel 3. Results of Respondents' Answers on the Opportunities of ED OUT

Indikator	Persentase
Partnerships or acquisitions with other companies	35,0%
Expansion of services to cover various topics or industries	65,0%
Market expansion to outside the region	50,0%
Adoption of new technologies to improve efficiency	32,5%
Average	45,6%

The threats to this business include having many competitors, unexpected changes in market trends, and consumers preferring individual sources. The percentage value for this threat is 29,1%

Table 4. Results of Respondents' Answers on the Threats of ED OUT

Indikator	Persentase
Many competitors	42,5%
Unexpected changes in market trends	17,5%
Consumers prefer individual sources	27,5%
Average	29,1%

3. Discussion

SWOT analysis is the systematic identification of various factors to formulate strategies based on the interaction relationship between internal elements, namely strengths and weaknesses, against external elements, namely opportunities and threats [14]. Basically, SWOT analysis must compare the same conditions faced by its competitors based on subjective or objective criteria (industry scale), because by comparing, the company concerned can determine a strategic plan to face the competition [15].

The first step in SWOT analysis is data collection. At this stage, what is done is not only collecting data, but also classifying and pre-analyzing. The existing data can be divided into two, namely external and internal data. External data is obtained from the company's external environment such as market analysis, competitors, suppliers, government regulations and socio-cultural changes in society. While internal data that usually comes from within the company is usually in the form of financial reports, human resource activity reports, operational and marketing activity reports[16].

External factors affect the formation of opportunities and threats (O and T). Where this factor concerns the conditions that occur outside the company that influence the company's decision making. This factor includes the industrial environment and macro business environment, economy, politics, law, technology, population, and socio-culture. While this internal factor affects the formation of strengths and weaknesses (S and W). Where this factor concerns the conditions that occur within the company, which also affects the formation of the company's decision making. These internal factors include all kinds of functional management: marketing, finance, operations, human resources, research and development, management information systems and corporate culture [17].

The SWOT analysis that was conducted on ED OUT's consulting services business revealed a number of outstanding strengths that set them apart from their competitors in the industry. One of the key strengths is the company's ability to provide highly personalized consulting services. By listening carefully to customers' needs and expectations, ED OUT is able to determine and place resource persons who are most suitable and relevant to those specific needs. This indicates that ED OUT not only has an in-depth understanding of the customer's needs, but also has highly effective analytical and resource placement capabilities, which certainly increases the added value of the services they offer.

Another advantage that ED OUT has is its highly qualified and experienced human resources. Good quality human resources guarantee that the consulting services provided by ED OUT will always be of high quality. The resource persons working with ED OUT not only have rich practical experience, but also deep academic expertise. The combination of these two aspects allows ED OUT to provide their clients with solutions that are not only practical but also backed by deep knowledge.

In addition, ED OUT also offers resource persons with specialized expertise in areas relevant to customer needs. This not only enhances the credibility of the company, but also gives clients added confidence that they will receive services that meet the highest standards. Lastly, ED OUT offers affordable pricing, which appeals to college students, students, and other budget-constrained segments. As such, ED OUT has managed to create a rare combination of high quality and competitive pricing.

However, like any other business, ED OUT also has some weaknesses that need to be considered. Factors such as lack of brand awareness, limited distribution, and lack of a clear competitive advantage are challenges that need to be overcome. To overcome this, a more aggressive marketing strategy, market reach expansion, and product or service innovation may be required.

In terms of opportunities, ED OUT has enormous potential. For example, they could enter into strategic partnerships or make acquisitions with other companies to expand their reach. Expansion of services to different topics or industries, penetration of new markets, and adoption of advanced technologies are also opportunities that can be explored. However, there are also lurking threats such as intensifying competition, the

dynamics of changing market trends, and consumer preferences that tend to choose sources individually. To anticipate and respond to such threats, ED OUT needs to develop adaptive and innovative strategies. This could include creating product or service differentiation, targeting underserved market segments, improving service quality, as well as investing in technology to increase efficiency. In addition, in the current context of globalization and digitalization, ED OUT should also consider expanding its services into the digital realm. This includes developing an online platform, training and certification for resource persons, and integrating technology into the consulting process to improve efficiency and provide more responsive services to clients.

Using this SWOT analysis, companies can find suitable marketing strategies to use. Astuti and Ratnawati [18] also used SWOT analysis to make it easier for them to determine their company's marketing strategy and it was proven that they could find a suitable marketing strategy used by their company. After conducting research on the company's strengths, weaknesses, opportunities and threats, 4 strategies can be developed, namely SO (strength-opportunity), ST (strength-threat), WO (weakness-opportunity) and WT (weakness-threat) strategies [19]. These strategies help find the right marketing strategy for the company. Likewise, the ED OUT company conducted this SWOT analysis to find the right marketing strategy to make the company more developed.

Therefore, by maximizing its strengths, addressing existing weaknesses, capitalizing on available opportunities, and anticipating possible threats, ED OUT is on track to compete effectively with other players in the resource consulting services industry and may even expand its dominance in the market.

4. Materials and Methods

The research method is basically a scientific way to get data with specific purposes and uses. Based on this, there are four keywords that need to be considered, namely, scientific methods, data, goals and uses [20]. The research used by the author is qualitative research. In this study, the unit of analysis used is ED OUT (Education Source Trust). The unit of observation that is the focus is the management of ED OUT (Education Source Trust) who is responsible for marketing and sales strategies over a period of about six months.

Based on the research title and data obtained from the company, the analysis is carried out using a problem-solving approach related to marketing strategies. The data analysis technique chosen is based on existing problems, with a qualitative descriptive approach. In this study, measurements were made using questionnaires / surveys. This questionnaire / questionnaire is used to assess individual or group perceptions of an attitude or opinion regarding business planning and aims to see market potential and customer segmentation.

The analysis method used in this research is SWOT Analysis (Strength, Weaknesses, Opportunity, Threat). This analysis aims to evaluate strengths, weaknesses, opportunities, and threats. SWOT analysis is used to assess the internal and external conditions of the company, which will later become the basis for designing work programs, especially designing marketing strategies. The internal assessment focuses on the strengths and weaknesses of the company, while the external analysis considers the opportunities and threats.

5. Conclusions

In this study, a SWOT analysis was conducted to understand the internal and external factors affecting ED OUT's marketing strategy. Questionnaire results from 40 respondents, consisting of university students and students, revealed that ED OUT's main strengths lie in appropriate resource consulting services (70.0%), qualified human resources (40.0%), and resource persons with strong academic and practical expertise (77.5%). However, the price aspect of the service (40.0%) shows potential for

improvement. The main weaknesses of ED OUT are lack of familiarity in the community (57.5%), limited market access (40.0%), and lack of a clear competitive advantage (17.5%), with an average weakness of 38.3%.

Meanwhile, opportunities available to ED OUT include partnerships or acquisitions (35.0%), expansion of services (65.0%), market expansion (50.0%), and adoption of new technologies (32.5%), with an average opportunity of 45.6%. However, ED OUT is also faced with threats in the form of intense competition (42.5%), changing market trends (17.5%), and changing consumer preferences (27.5%), with an average threat of 29.1%.

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