



## Marketing Strategy Using SWOT Analysis in Increasing Sale Nasi Kuning Mak'im in Selangor Malaysia

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**Abstract.** Nasi Kuning Mak'im is a culinary business founded in Malaysia in 2016, specializing in Indonesian cuisine using high-quality ingredients at affordable prices. However, increasing competition from similar businesses poses a challenge to sustaining and growing the enterprise. Developing an effective marketing strategy is crucial to addressing these challenges and ensuring business growth. This study aims to evaluate the marketing strategies of Nasi Kuning Mak'im using SWOT analysis to enhance sales performance. The research employs a descriptive qualitative approach conducted at the Nasi Kuning Mak'im SME in Selangor, Malaysia. Data were collected through direct interviews with key stakeholders, field observations, and literature review. Key informants included the business owner and loyal customers, providing insights into both operational and customer perspectives. The findings from the SWOT analysis and the internal-external matrix indicate that the most appropriate strategy for Nasi Kuning Mak'im is the Strengths-Opportunities (S-O) strategy. This approach leverages the business's strengths, such as product quality and affordability, to capitalize on market opportunities and build competitiveness while fostering customer loyalty. The application of the S-O strategy demonstrates that by aligning internal strengths with external opportunities, Nasi Kuning Mak'im can enhance its market position and maintain sustainable operations amid a competitive landscape. Recommendations for further implementation of the strategy are provided to support long-term growth and customer retention.

**Keywords:** Nasi Kuning Mak'im; SWOT Analysis; Marketing Strategy; Small and Medium Enterprises (SMEs); Customer Loyalty; Competitiveness

### 1. Introduction

The business landscape today is characterized by increasingly fierce competition, where business owners face significant challenges in maintaining and developing their ventures (Muhammad Ardiansyah et al., 2024). In this context, the culinary industry has emerged as an attractive business option due to its relatively fast capital turnover compared to other industries (Ibrahim et al., 2023; Mohd Suleiman et al., 2023; Omar et

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al., 2022). Additionally, the culinary sector requires relatively modest initial capital, but careful planning and a robust marketing strategy remain critical to its success. Culinary business operators need to identify their target markets accurately to develop competitive marketing strategies that adapt effectively to dynamic environments (Ali Abbasi et al., 2022; Jaas, 2022; Ramaloo et al., 2018). Consequently, creativity in leveraging emerging opportunities has become a fundamental requirement for entrepreneurs in this field.

Yellow rice (Nasi Kuning) is a traditional Indonesian dish made with turmeric-spiced rice cooked in coconut milk, giving it its distinctive flavor and yellow hue (Laksmi, 2023; Rante & Ratang, 2019; Sofia & Wangsi, 2021; Tollo & Kempa, 2017). Common accompaniments include sliced omelet, scrambled tempeh, fried chicken, chili sauce, cucumber slices, fried shallots, and crackers. This dish represents a unique offering that holds significant cultural value and broad appeal, particularly for Indonesians residing abroad.

Established in 2016, Nasi Kuning Mak'im is a culinary business based in Selangor, Malaysia, catering primarily to Indonesian expatriates in the area (Jenie et al., 2016; Muhammad et al., 2016). The business emphasizes quality ingredients and affordability, introducing Indonesian cuisine to a broader, multinational customer base. However, despite its strengths, Nasi Kuning Mak'im faces significant challenges, including limited marketing management capabilities and the threat of competitors offering more diverse menu options. These challenges necessitate the development of a comprehensive marketing strategy to sustain operations and support business growth.

Marketing strategy is a fundamental aspect of business planning that directly influences operational outcomes and the sustainability of enterprises. Bondarenko & Vyshnivska (2023) emphasize that effective marketing strategies are critical in navigating competitive markets and driving business growth. To this end, the SWOT analysis framework is commonly used to identify key internal and external factors that shape strategic decisions (Hazira et al., 2022; Maiyuniarti & Oktafia, 2022; Tataryntseva et al., 2022). This approach evaluates strengths, weaknesses, opportunities, and threats to align business activities with environmental dynamics.

Despite the extensive application of SWOT analysis across various industries, limited research specifically addresses its use in marketing strategies for small culinary businesses in the context of Malaysia. Furthermore, there is a paucity of literature exploring strategies tailored to the unique challenges faced by businesses like Nasi Kuning Mak'im, which serves both expatriates and local customers in a competitive market. This research seeks to bridge this gap by providing empirical insights into the use of SWOT analysis for developing a marketing strategy that enhances sales performance and customer loyalty for this small enterprise.

This study contributes to the body of knowledge in marketing and strategic management by demonstrating how SWOT analysis can be applied effectively to support small and medium-sized culinary businesses. It offers practical recommendations for entrepreneurs facing similar challenges and enriches the understanding of how local culinary enterprises can maintain their competitiveness in a dynamic market environment.

## 2. Methods



The research employs a qualitative descriptive approach aimed at systematically and accurately analyzing the characteristics and facts surrounding the research object. Qualitative research, as defined by Anam (2023), tends to be descriptive and uses inductive reasoning to interpret data. This approach is particularly suitable for understanding the social context of the business, as it provides an in-depth exploration of diverse perspectives, capturing a comprehensive and nuanced picture in a natural setting without researcher intervention (Borthakur, 2024; Tarjono & Masoud Ghorbanhosseini, 2024).

Data collection in this research integrates both secondary data and primary data obtained through interviews with the leadership of Nasi Kuning Mak'im SMEs and their customers. Direct observation of the business operations and detailed interviews with key stakeholders were conducted to validate findings and ensure the reliability of the data. A SWOT analysis framework was used to examine the internal and external factors influencing the business. This analytical tool is designed to evaluate strengths, weaknesses, opportunities, and threats, enabling the identification of actionable strategies to maintain business sustainability and foster growth while mitigating potential risks (Mohd Suleiman *et al.*, 2023).

The SWOT analysis framework was applied systematically. Strengths represent the business's positive attributes, such as product quality or operational efficiency. Weaknesses identify areas requiring improvement, such as limited resources or operational inefficiencies. Opportunities are external factors that could contribute to business success, such as market trends or untapped customer segments. Conversely, threats are external challenges beyond the control of the business, such as economic shifts or emerging competitors. This methodical application of SWOT analysis provides actionable insights into improving Nasi Kuning Mak'im's market position and sustaining its growth in a competitive environment (Jaas, 2022; Maiyuniarti & Oktafia, 2022).

### 3. Results and Discussion

The focus of this research is to analyze the marketing strategy of Nasi Kuning Mak'im SMEs through the SWOT (Strengths, Weaknesses, Opportunities, Threats) approach. This analysis is conducted to find and identify internal and external strategic factors that affect business development, as well as formulate strategies that can be applied to increase competitiveness and sales (Kartini, 2021; Putry *et al.*, 2023; Yusuf & Sukma, 2021). The results of the identification of strategic factors are then described in detail in terms of strengths, weaknesses, opportunities, and threats faced by Nasi Kuning Mak'im SMEs. The following is an explanation of the results of the identification of internal and external strategic factors:

#### 3.1. Identification of Internal and External Strategic Factors

Nasi Kuning Mak'im faces a dynamic operational environment influenced by internal strengths and weaknesses, as well as external opportunities and threats. These strategic factors significantly affect the business's sustainability and growth prospects, particularly in the competitive landscape of culinary enterprises (Ali Abbasi *et al.*, 2022).

Internally, Nasi Kuning Mak'im boasts several strengths that provide a solid foundation for its operations. Foremost among these is the quality and taste of its yellow rice, which caters specifically to the Indonesian community residing around the Peace Apartment. The business's menu diversity is another strength, as it offers not only yellow



rice but also fried snacks, traditional delicacies such as *nogosari*, various side dishes, and popular items like *Cilok* and *Kerupuk Peyek*. This variety enhances the appeal of the business and attracts a wider customer base. Another key advantage is the use of high-quality ingredients, ensuring consistency in taste and customer satisfaction. Moreover, its strategic location near workers' apartments makes it convenient for customers, particularly for breakfast before their workday. To complement offline sales, Nasi Kuning Mak'im has embraced digital marketing, utilizing platforms like Facebook and WhatsApp to expand its customer reach.

However, the business is not without its weaknesses, which present significant operational challenges (Novia et al., 2021; Ramaloo et al., 2018; Stuchlý et al., 2023). A critical issue is the limited workforce, with only one employee handling various tasks, leading to suboptimal operations. Additionally, the selling area is relatively small, which affects customer comfort and could hinder potential sales, particularly during peak times. Another notable weakness is the simplicity of the marketing system. While digital platforms are utilized, the business lacks an innovative marketing approach to attract new customers, such as leveraging visually appealing content, promotions, or customer engagement initiatives.

Externally, Nasi Kuning Mak'im operates in an environment filled with promising opportunities. Yellow rice, a staple food among Indonesians, is highly favored by residents in the Peace Apartment area, making it a product with guaranteed demand. Furthermore, the business's strategic location within proximity of a largely Indonesian community enhances accessibility. Additionally, there are relatively few competitors in the immediate area, providing room for growth and market expansion.

However, the external landscape also presents several significant threats. One of the primary challenges is the potential emergence of new competitors offering similar products, which could erode the business's market share. Additionally, the rising prices of raw materials pose a financial burden, as these costs directly impact product pricing and profit margins. Another looming threat is changes in consumer preferences, including the possibility of customers becoming bored with repetitive offerings. This shift could lead to reduced regular purchases and loyalty, adversely affecting the business's sales performance.

By systematically analyzing these factors, Nasi Kuning Mak'im can identify actionable strategies to capitalize on strengths and opportunities while addressing weaknesses and mitigating threats. For instance, introducing a broader marketing campaign through visually engaging social media posts or periodic promotions could enhance customer acquisition and retention. Furthermore, addressing weaknesses like operational inefficiencies through workforce expansion and improving the selling area could substantially increase customer satisfaction and sales. Similarly, product diversification and periodic menu innovations could preempt shifts in consumer preferences and sustain customer interest over time. Adopting these measures would enable Nasi Kuning Mak'im to secure its market position and achieve sustainable growth despite external challenges.

**Table 1** SWOT Analysis of Internal and External Factors

Internal Factors		Exsternal Factors	
<i>Strength</i>		<i>Opportunity</i>	
<ul style="list-style-type: none"> <li>• Providing delicious products that</li> </ul>		<ul style="list-style-type: none"> <li>• Yellow rice is a staple food that is in</li> </ul>	



<p>suit the tastes of the local community</p> <ul style="list-style-type: none"> <li>• Products sold cheaply and many other food variants</li> <li>• The ingredients used are quality ingredients.</li> <li>• Strategic location and easy for customers to access</li> <li>• Marketing online and offline</li> </ul>	<p>great demand by the community, especially the Indonesian community around</p> <ul style="list-style-type: none"> <li>• Strategic location for Indonesian citizens, especially to buy breakfast before going to work.</li> <li>• Competitors in the area are still not too many.</li> </ul>
<b>Weakness</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>• Limited staff</li> <li>• Place for selling is not too big</li> <li>• The marketing system is carried out still simple</li> </ul>	<ul style="list-style-type: none"> <li>• The emergence of competitors in the area around the peace apartment</li> <li>• Increase in raw materials</li> <li>• Changes in consumer tastes</li> </ul>

Furthermore, to formulate alternative strategies for Nasi Kuning Mak'im business using a SWOT matrix. Alternative strategies are made based on the interaction of internal and external factors of Nasi Kuning Mak'im business to obtain a marketing strategy. The following alternative strategies can be carried out, as in the following table:

**Table 2** SWOT Matrix

<b>SWOT Matrix</b>	<b>Strengths (S)</b>	<b>Weaknesses (W)</b>
<b>IFAS</b>	<ul style="list-style-type: none"> <li>- Provide products that are delicious and suitable for the surrounding community's taste.</li> <li>- Affordable prices with a variety of food options.</li> <li>- Use of high-quality ingredients.</li> <li>- Strategic location, easy access for customers.</li> <li>- Marketing through both online and offline channels.</li> </ul>	<ul style="list-style-type: none"> <li>- Limited staff.</li> <li>- Small selling area causing customer discomfort.</li> <li>- Simple marketing system limited to basic platforms like Facebook/WhatsApp.</li> </ul>
<b>SWOT Matrix</b>	<b>Opportunities (O)</b>	<b>Threats (T)</b>
<b>EFAS</b>	<ul style="list-style-type: none"> <li>- Yellow rice is a staple food favored by the Indonesian community in the area.</li> <li>- A convenient location for workers, especially for breakfast before work.</li> <li>- Few competitors in the surrounding area, allowing room for business expansion.</li> </ul>	<ul style="list-style-type: none"> <li>- Emergence of new competitors in the same area with similar products.</li> <li>- Increased raw material costs that may raise product prices.</li> <li>- Changes in consumer tastes and preferences that could reduce repeat business.</li> </ul>
	<b>S-O (Strengths-Opportunities)</b>	<b>W-O (Weaknesses-Opportunities)</b>



<ul style="list-style-type: none"> <li>- Leverage the quality of products and variety to attract a broader target market.</li> <li>- Utilize the strategic location and online/offline marketing to enhance visibility and attract more customers.</li> </ul>	<ul style="list-style-type: none"> <li>- Add employees to improve customer service and operational efficiency.</li> <li>- Expand the selling area to create a more comfortable and welcoming atmosphere for customers.</li> </ul>
<b>S-T (Strengths-Threats)</b>	<b>W-T (Weaknesses-Threats)</b>
<ul style="list-style-type: none"> <li>- Differentiate the product offering further to counter competition and maintain a unique market position.</li> <li>- Control costs and adjust pricing strategies to manage the threat of increased raw material prices.</li> </ul>	<ul style="list-style-type: none"> <li>- Innovate the menu and introduce limited-time offers or promotions to address potential consumer boredom and shifting tastes.</li> </ul>

Based on the results of the SWOT analysis above, it shows that Nasi Kuning Mak'im has great potential to increase sales which can be influenced by a combination of internal factors and external factors. The strategy used by Nasi Kuning Mak'im SMEs to leverage its strengths and take advantage of opportunities focuses on several approaches. Firstly, the business capitalizes on its flavorful and diverse product offerings to attract a broader customer base. Through strategic online and offline promotions, Nasi Kuning Mak'im can boost brand recognition and enter new customer segments. By emphasizing the quality of ingredients, the business strengthens its brand perception by showcasing cleanliness and hygiene. A focus on premium quality in both the ingredients and presentation can distinguish Nasi Kuning Mak'im from other competitors in the market. Another critical element of this strategy is maximizing its strategic location by offering promotions, such as discounts or deals for local residents, to enhance customer loyalty and increase foot traffic. Additionally, Nasi Kuning Mak'im makes effective use of information technology to promote its Indonesian yellow rice to wider audiences, targeting young, tech-savvy consumers who prefer digital solutions for ordering food. This approach is aligned with findings from Ab Talib & Hamid (2014), highlighting the efficacy of the Strengths-Opportunities (S-O) strategy in enhancing product and service quality and expanding market reach.

To address weaknesses while seizing opportunities, Nasi Kuning Mak'im implements several strategies. Adding more employees is crucial to improving service and operational capacity, which will allow the business to provide a higher level of customer satisfaction. This not only enhances operational efficiency but also helps the staff cope with the growing demands of the business. Another significant move is to expand sales by leveraging digital platforms such as GrabFood and FoodPanda for online delivery services, which can cater to the growing demand for convenient, accessible food options (Cahayani, 2021; Sutanto et al., 2021). This opens the door for reaching more customers beyond the local vicinity, thereby expanding market reach. Furthermore, attending training programs focused on digital marketing allows Nasi Kuning Mak'im's team to remain competitive by adapting to evolving technological trends. Building digital marketing skills will enable the company to reach customers more effectively and boost engagement, thereby addressing weaknesses in the current marketing strategy.



In tackling external threats, Nasi Kuning Mak'im uses its strengths effectively. To respond to changing consumer tastes, the business innovates its product offerings by introducing affordable, new items that can keep the brand fresh and appealing. Offering new, low-cost menu options will help the business stay relevant and attract customers who are looking for variety. The company also focuses on strengthening its online presence through digital campaigns to engage existing customers and deter competitors in the same region. Maintaining a robust and consistent online presence allows Nasi Kuning Mak'im to keep up with emerging competitors and sustain customer interest in the products. Additionally, optimizing internal operations to deal with rising raw material costs is another significant strategy. By improving stock management and reducing waste, the business can mitigate the impact of cost increases, ensuring that prices remain competitive without compromising on quality.

Finally, in addressing both internal weaknesses and external threats, Nasi Kuning Mak'im works on enhancing its operational efficiency. Better management of stock and resource allocation allows the business to weather fluctuating raw material prices while avoiding waste. Given its limited workforce, optimizing work schedules is another vital action. By implementing rotating shifts, Nasi Kuning Mak'im ensures that employees work effectively without experiencing burnout, maintaining high-quality service despite limited staff. Furthermore, offering a simple, low-cost menu addresses both the threat of changing consumer preferences and the risk posed by rising operational costs. The strategy of focusing on easy and affordable options ensures the business retains customer loyalty, even in the face of shifting tastes.

Combining these strategies — especially leveraging strengths to seize opportunities — provides Nasi Kuning Mak'im with a solid foundation for sustaining competitiveness. By maintaining focus on delivering distinctive products, enhancing customer engagement, utilizing technology effectively, and minimizing operational challenges, Nasi Kuning Mak'im is better positioned to maintain market leadership. Ensuring customer satisfaction remains pivotal, as dissatisfied customers can harm the business's reputation and reduce demand. Therefore, nurturing relationships with customers, suppliers, and distributors is essential for the long-term success of the business.

### *3.2. Increasing Sale Nasi Kuning Mak'im*

To enhance the competitiveness of Nasi Kuning Mak'im, it is essential to adopt a well-rounded strategy that includes leveraging the strengths identified through a SWOT analysis, alongside community engagement and social responsibility initiatives. Community engagement is a powerful tool for small and medium enterprises (SMEs) like Nasi Kuning Mak'im, as it helps in building deeper connections with customers and local residents, fostering long-lasting relationships based on trust. In a competitive market, fostering such relationships can create a distinct competitive edge that allows businesses to differentiate themselves.

One effective strategy is for Nasi Kuning Mak'im to actively participate in local events and sponsor community activities. These actions can help raise the business's visibility within the neighborhood, allowing customers to interact with the brand in a more personal and meaningful way. For example, sponsoring local festivals, cultural events, or charity runs gives Nasi Kuning Mak'im the opportunity to not only promote its products but also display its commitment to social causes. Such actions can resonate deeply with



consumers, as they appreciate businesses that care about the local environment and societal welfare.

In addition, collaborating with neighboring businesses in the area for joint promotions, events, or cross-marketing initiatives can yield mutual benefits. By pooling resources, both businesses can expand their customer bases and share the customer traffic. These partnerships can include offering special discounts for customers who patronize both businesses, providing combined meal deals, or even jointly participating in local initiatives. Working alongside other businesses fosters a sense of community within the marketplace, and it reflects positively on Nasi Kuning Mak'im's image as an entity that values collaboration and support for local businesses.

Another key benefit of community-driven marketing is the potential for word-of-mouth promotion, which remains one of the most powerful and trusted forms of advertising. By connecting with local customers on a deeper level and contributing to their well-being through community involvement, Nasi Kuning Mak'im enhances its chances of receiving positive referrals. Satisfied customers who feel an emotional connection with the brand are more likely to share their experiences with friends and family, expanding the brand's visibility and customer reach without significant additional costs.

Supporting local causes also helps improve the public image of Nasi Kuning Mak'im. In a market where consumers are becoming more socially conscious, businesses that contribute to society in a meaningful way are often more appealing. This kind of corporate social responsibility (CSR) not only helps improve public perception but also creates a loyal customer base who value ethical and socially responsible practices. Over time, this loyalty translates into repeat business and new customers who are motivated by the company's dedication to community welfare.

By combining these community engagement practices with sound marketing strategies, Nasi Kuning Mak'im can further enhance its reputation and competitive position. The integration of social initiatives with business development not only builds the company's brand but also ensures its growth and resilience in a competitive marketplace. As consumer expectations shift towards supporting businesses with strong community and ethical values, Nasi Kuning Mak'im's focus on CSR can become a key driver for sustained growth, increased customer satisfaction, and higher sales. Ultimately, these practices contribute to the long-term success and sustainability of the business.

#### 4. Conclusions

The findings of this research indicate several key strategies for enhancing the competitiveness of Nasi Kuning Mak'im SMEs. Firstly, the Strength-Opportunity (S-O) strategy emphasizes the importance of capitalizing on the distinctiveness of the product, the quality of raw materials, the strategic location, and the integration of technology. By focusing on these aspects, the business can effectively increase its competitiveness while simultaneously maintaining customer loyalty. Secondly, the Strength-Threats (S-T) strategy highlights the need for service improvement through additional staffing, employee training, and expanding market reach by utilizing digital technologies such as internet-based platforms. This would help the business face external challenges while reinforcing its strong points. Furthermore, the Weakness-Opportunities (W-O) strategy encourages product innovation to meet shifting consumer preferences, combined with broadening promotional efforts both online and offline to increase visibility and attract





new customers. Finally, the Weakness-Threats (W-T) strategy stresses the importance of improving operational efficiency and inventory management, as well as structuring employee schedules more effectively, in order to manage costs and maintain consistent service, ultimately ensuring business stability.

The combination of these strategies reveals the critical role of adaptability and innovation for Nasi Kuning Mak'im in enhancing competitiveness within a dynamic market environment. The research suggests that, although the business has solid strengths, addressing internal weaknesses and external threats is necessary for sustainable growth. By continuously improving the internal processes such as staff management, marketing strategies, and operational efficiency, the business will not only protect itself from potential threats but will also enhance its chances of seizing emerging opportunities. The study further emphasizes that by creating a stronger connection with the local community, the business can benefit from increased customer loyalty and brand advocacy, which are vital in a competitive industry.

However, this research is not without its limitations. The scope of the study was limited to a small-scale investigation within one particular SME, Nasi Kuning Mak'im, which may not fully represent the broader industry dynamics or the experiences of all SMEs within the food sector. Additionally, the data collected relies on qualitative methods, primarily interviews and observations, which while valuable, could be affected by subjectivity and the limited number of respondents. Furthermore, the lack of quantitative data on customer preferences, financial performance, or market analysis leaves room for a more thorough and comprehensive evaluation of the strategies proposed.

In the future, research can be expanded to include a larger sample size of SMEs in the same industry for a broader comparison of strategic practices. Conducting mixed-methods research, integrating both qualitative and quantitative approaches, would allow for a deeper and more robust analysis of the effectiveness of various strategies. Additionally, future research could focus on consumer behavior trends and how they impact the food industry in specific regions. This would provide further insights into the changing dynamics of customer preferences and their effect on competitive strategies. By improving upon the limitations of the current research, future studies could offer a more well-rounded understanding of strategic competitiveness in the SME food sector.

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