

# THE STRATEGY OF PRICE, PRODUCT, PROMOTION, AND PEOPLE TOWARDS EFFORTS TO INCREASE SALES AT POP UP BOUTIQUE

Gabriella Thie<sup>1</sup>  
*Pop Up Boutique*  
gabriella\_thie@ymail.com<sup>1</sup>

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**Abstract-** Pop Up Boutique is a star up business in fashion industry that was established in 2020. At first, the business is going well as expected, but then Pop Up Boutique's revenue decreased drastically in 2022. The purpose of this research is to design a strategy of price, product, promotion, and people to increase sales, and hopefully the designed strategy can be applied in Pop Up Boutique. The method used is descriptive qualitative research method with direct observation, in-depth interviews and document review. 3 people were interviewed, 1 each from the management, customer, and expert. The interview results are translated into EFAS and IFAS analysis, then a SWOT analysis is made by determining the weight and rating, after that the SWOT matrix so that it can be seen which quadrant Pop Up Boutique is in, then a strategy can be determined according to the Pop-Up Boutique situation. The results of this study indicate that Pop Up Boutique is in Quadrant I (SO Strategy) which means it is in the Aggressive Strategy. This position indicates that Pop Up Boutique is in a good condition and has the opportunity to expand its business, by using all strengths to seize and taking advantage of opportunities in improving the company's progress. The strategy that will be implemented by Pop Up Boutique related to price is to determine the price based on cost-based pricing but also pay attention to competition-based pricing. Product strategy is to do positioning, product design, and differentiation. The promotion strategy carried out pays attention to promotional messages, promotional media, and time of promotion. People strategy is to set standardization in recruiting staff including competence, politeness, selective, communicative, appearance.

**Keywords:** Strategy, Price, Product, Promotion, People, EFAS/IFAS, SWOT, Boutique

## 1. Introduction

There is an increase in the number of people who are quite evenly distributed in the Kaimana area, one of the districts in West Papua. This creates opportunities for businesses in the *fashion* sector that are widely looked at by entrepreneurs. Online sales have obstacles such as goods that may not arrive, limited expeditions, orders from the Papua area, of course, the shipping price is more expensive. This certainly provides more opportunities for offline store clothing entrepreneurs. Pop Up Boutique is a *start-up business* that started selling online in November 2020. The company then opened an *offline* store in Kaimana, West Papua in August 2021 due to an opportunity. In 2021, the average sales were 70.75 million rupiah, but in 2022 it decreased by 28.4 million rupiah. The author conducted a pre-survey of 30 people who had at least 2 times shopped at Pop Up Boutique and obtained the results that *price*, *product*, *promotion* and *people* were internal obstacles. Sales are also influenced by external factors such as similar competitors including Triton adventure, Rumah Arrayaan, and R&B. Pop-Up Boutique should have differentiation of marketing tactics to increase sales. Therefore, this study focuses on Price, Product, Promotion, and People Strategies towards Efforts to Increase Sales in Pop Up Boutique".

## 2. Literature Review

### 2.1 Previous Research

This research was conducted by Feibe, et al (2018) output from this research, namely the sales tactics carried out by this company, namely the *marketing mix* which consists of 7P influential in increasing sales of Yamaha Mio. Felicia & Jojok (2017) *output* from SWOT *analysis* states that the company is located in a quadrant II position which means that even though it faces quite a lot of threats, in terms of internals the company still has strengths. Rusdi (2019) the result is seen that the factor that has an impact on the decline in sales volume in the company is the lack of sales tactics implemented by the company.

## 2.2 Theoretical Foundations

### 2.2.1 Marketing Strategy

The understanding of marketing strategy according to Kotler & Keller (2016) namely, marketing strategy is a *plan* to guide HR in the long term based on internal strengths that have existed and are expected as well as changes that will occur in the external environment. Ridwansyah (2017) elements of marketing strategy, namely segmentation pasar, *targeting*, and *positioning*.

#### 2.2.2 Price

According to Priansa (2017) *price* is the amount of money needed to get a *product* and its services. According to Kotler and Armstrong (2018) the price of a certain amount of money that must be paid for a product or service or the amount of *value* exchanged by *the customer* for the *benefits* received for owning or using the product or service.

#### 2.2.3 Products

Kotler and Armstrong (2018) argue that a *product* is everything that a manufacturer can sell to be noticed, sought, bought, used, or consumed by the market as a fulfillment of the needs or activities of the market concerned. *Product* is a crucial factor in marketing, *Product* tactics can influence other marketing strategies.

#### 2.2.4 Promotion

Sedjati (2018) argues that "Promotion is an offer process that is set to influence *customers* so that they can recognize the *product* offered by the manufacturer to them and after that they become happy and then buy the product. Kotler and Armstrong (2016) said that promotion has *tools* that can be used, namely *advertising*, *sales promotion*, *personal selling*, *public relation*, and *direct marketing*.

#### 2.2.5 Browse

Sedjati (2018) argues that in relation to service marketing, *people* who are useful as *service providers* greatly influence the quality of the services offered. In order to achieve the best quality, *staff* must be *trained* to realize the importance of the work by prioritizing customer satisfaction in meeting their needs. Susilo (2020) said that people have indicators including skill to communicate, convince others, look neat and attractive, and speak good and correct.

#### 2.2.6 Market Segmentation

Sedjati (2018) revealed that market segmentation is a way of distinguishing a heterogeneous market into *potential customers* who have similar needs or similar characteristics that have the same response in making transactions. Segmentation is a way of distinguishing markets into different segments. The *market* segment is a number of buyers who have the same characteristics and provide the same response to certain marketing activities (Poniman & Choerudin, 2017).

#### 2.2.7 Sales

Sales also means the activity of determining the selling price until the product is distributed to *customers* (Sumarwan & Tjiptono, 2018: 61). Kotler (2016:622) argues that sales are managerial social measures by which a person & group receives what is needed and needed, realizes, advocates, and exchanges something that has value with another party. Sumarwan & Tjiptono, (2018:6) argues that sales can be affected because of some factor such as condition as well as seller ability, market condition, modal, condition of company organization, and fother actors.

### 2.2.8 Analysis of the External and Internal Environment of the Business

#### 1. SWOT Analysis

SWOT analysis is a known historical technique by which superiors make a quick overview of a company's tactics. This analysis is based on the assumption that effective tactics come from a good "fit" between *strength-weakness* and *opportunity-threat*.

#### 2. How to Use SWOT Analysis

This matrix could produce possible strategic alternatives.

**Table 2.1** SWOT Matrix

IFAS	STRENGTHS (S)	WEAKNESS (W)
EFAS	Set 5-10 <i>strengths</i>	Set 5-10 <i>weakness</i> .
OPPORTUNITIES (O)	Startegi SO	WO Strategy
Set 5-10 <i>opportunities</i>	Create tactics that use <i>strength</i> to take advantage of <i>opportunities</i>	Create tactics that minimize <i>weakness</i> to take advantage of <i>opportunities</i>

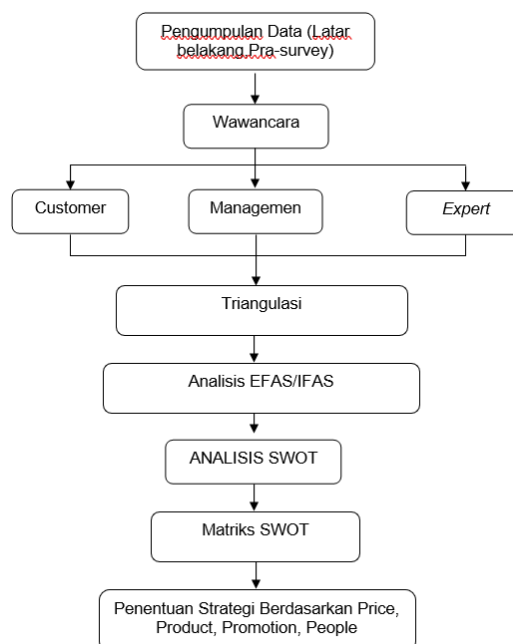
<b>THREASTHS (T)</b> Set 5-10 <i>threats</i>	<b>ST Strategy</b> Create tactics that use <i>strength</i> to overcome <i>threats</i>	<b>WT Strategy</b> Create tactics that minimize <i>weakness</i> & avoid <i>threats</i>
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The calculation is carried out through 3 steps, namely

- Calculation of weights (a) & *ratings* (b) factor points as well as the total number of weight multiplications and ratings ( $c = a \times b$ ) on each SWOT factor. How to give an assessment, namely: Give a *rating* for *strength* & *opportunity* to get a score of 3 (strong) or 4 (very strong), while for *weakness* & *threats* get a value of 1 (very weak) or 2 (weak). Give weight to each factor starting from 0.0 (not important) to 1.0 (all important). The sum of all weights should be equal to 1.0.
- Make a subtraction between the total number of factors S with W (d) and factors O with T (e); The obtained number ( $d = x$ ) subsequently becomes the value or point on the X axis, while the acquisition of the number ( $e = y$ ) subsequently becomes the value or point on the Y axis.
- Looks for the location of the company indicated by the point (x,y) in the SWOT quadrant.

### 3. Research Framework

#### 3.1 Analytical Model



Source: Data processed, 2022

### 4. Research Methods

#### 4.1 Types of Research

Based on the problems and research objectives that have been described earlier, this research uses a descriptive qualitative approach. Sugiyono (2016: 14) said that qualitative research is referred to as a naturalistic research method because the research is carried out in natural conditions. The research location in Kaimana Regency is the place of The PopUp Boutique with about 3 months from March to June 2022. This penelitian sample is a *non-probability* sampling technique, with *purposive sampling*. Sugiyono (2016: 82) argues that *Non-Probability Sampling* is a way of selecting subjects where the researcher points and has special characteristics. The data source used in this study are primary and secondary data sources.

#### 4.2 Data Collection Techniques

The authors used two techniques to collect data in this study, namely:

#### 1. Interview

Interviews are the process of collecting data using questions addressed to the speakers. This interview is aimed at 3 people, namely 1 Pop Up Boutique staff and 1 customer who has at least 2x shopping, and 1 expert.

#### 2. Documentation

Documentation is a way of collecting information in the form of letters, photo archives, activities, and others. The steps for collecting qualitative research data through the study of documents or through documentation books, make researchers know more information.

### 4.3 Data Analysis Techniques

The analysis methods in this study include EFAS and IFAS analysis, SWOT, SWOT Matrix, and Triangulation

## 5. Results of Research and Discussion

### 5.1 Description of Management resource persons

**Table 5.1** Media and Interview Time of Management Interviews

Code	Name	Media Interviews	Date	Time (WIB)
GA	Germanus Ajowembun	Via zoom	June 13, 2022	12.30-12.55 (25 minutes)

Source: **Processed Data (2022)**

### 5.2 Customer Resource Person Description

**Table 5.2** Media and Interview Time of Customer Sources

Code	Name	Media Interviews	Date	Time (WIB)
JU	Jully Ura	Via zoom	June 13, 2022	14.00-14.32 (32 minutes)

Source: **Processed Data (2022)**

### 5.3 Description of expert interviewees

**Table 5.3** Media and Interview Time of Expert Interviews

Code	Name	Media Interviews	Date	Time (WIB)
DK	David Kristianto	Via zoom	June 15, 2022	11.00-11.37 (37 minutes)

Source: **Processed Data (2022)**

## 5.4 Discussion

### 5.4.1 SWOT GA Data Collection

1. *Strength*: Based on the interview results of GA speakers, it is summarized that the *strength* of Pop-Up Boutique is that it is located in a strategic location, has good facilities, good product quality.

2. *Weakness*: Based on the interview results of GA sources, it is summarized that the *weakness* of PopUp Boutique is that HR is still rigid in offering products and in terms of price is a bit expensive for some people.
3. *Opportunity*: Based on the interview results of GA speakers, it is summarized that the PopUp Boutique *opportunity* is to increase promotion, expand the market with new products, add payment methods through EDC machines, improving the quality of human resources, improving branding so that a good image can be created.
4. *Threat*: Based on the interview results of GA sources, it is summarized that the *threat* of PopUp Boutique is that currently there are more and more indirect competitors who open ticketing services, in addition to flexible competitor prices, competitor products focusing on the adolescent market, and the number of target markets is less.

#### 5.4.2 JU SWOT Data Collection

1. *Strength*: Based on the interview results of JU speakers, it is summarized that the *strength* of PopUp Boutique is to provide plus size products, good product quality, good interior design, good facilities, appropriate prices.
2. *Weakness*: Based on the interview results of JU sources, it is summarized that the *weakness* of PopUp Boutique is that *the sales* are not long enough, promotion is still lacking, *staff* are still less agile, *staff* are not good at *product knowledge*.
3. *Opportunity*: Based on the interview results of JU speakers, it is summarized that the *opportunity* of PopUp Boutique is to expand the target market with new products, open branches in other cities, increase promotion.
4. *Threat*: Based on the interviews of JU sources, it is summarized that *the threat* of Po Up Boutique is an increasing number of online buying and selling *marketplaces*.

#### 5.4.3 SWOT DK Data Collection

1. *Strength*: Based on the interview results of DK's speakers, it is summarized that the *strength* of PopUp Boutique is quite active on *social media*, especially FB.
2. *Weakness*: Based on the interview results of DK's interviews, it is summarized that the *weakness* of PopUp Boutique is a limited number of *target markets*.
3. *Opportunity*: Based on the interview results of DK's speakers, it is summarized that the PopUp Boutique *opportunity* is to improve products in certain months, increase promotions, add new products, open services *custom sewing*.
4. *Threat*: Based on the interview results of DK speakers, it is summarized that the *threat* of PopUp Boutique is the decline in Kaimana's economic condition in 2021, the percentage of poor people is quite high, the majority of the lower middle class, purchasing power is still less (less consumptive), the percentage of clothing purchases in 2021 decreases compared to 2020, the lack of government support for MSMEs.

#### 5.5 IFAS/EFAS analysis

- A. *Strength*: strategic location, prioritizing product quality and customer comfort, having plans and targets that are prepared every 6 months, having sufficient capital for operations and stock of new products, minimal similar competitors, already using the kasi r application system.
- B. *Weakness*: have not found an effective way of marketing, quality of human resources, quality control is less effective, the number of target markets is limited.
- C. *Opportunity*: there are still minimal similar competitors, expanding the target market with new products/services, many suppliers, improving branding, increasing promotion.
- D. *Threat*: the high cost of shipping to Papua, the existence of cheaper *switching cost* options, high threat of entry, business is easy to imitate, transportation is hampered (dock ship), the emergence of a ticketing service business, many marketplaces (Shopee, Tokopedia, Lazada, and others), regional economic conditions are declining.

## 5.6 SWOT Analysis

**Table 5.4** SWOT Analysis

<b>STRENGTH</b>	Significance Level	Importance Level	
Critical Factors(1)	Weights(2)	Score (3)	Total Score(4)
1. Strategic location	0,20	5,0	1,0
2. Prioritizing product quality and customer comfort	0,30	5,0	1,5
3. Have plans and targets drawn up every 6 months	0,20	4,0	0,8
4. Have sufficient capital for operations and stock of new products	0,20	4,0	0,8
5. Already using the cashier application system	0,10	3,0	0,3
<b>Total Strength Score</b>	<b>1,0</b>		<b>4,4</b>
<b>WEAKNESS</b>			
Critical Factors(1)	Weights(2)	Score (3)	Total Score(4)
1. Haven't found an effective way of marketing	0,30	5,0	1,5
2. Quality of human resources	0,30	5,0	1,5
3. Less effective quality control	0,15	2,0	0,3
4. Limited number of target markets	0,25	3,0	0,8
<b>Total Weakness Score</b>	<b>1,0</b>		<b>4,1</b>
<b>OPPORTUNITY</b>			
Critical Factors(1)	Weights(2)	Score (3)	Total Score(4)
1. There are still minimal similar competitors	0,20	3,0	0,6
2. Expand the target market with new products/services	0,30	5,0	0,5
3. Many suppliers	0,15	3,0	0,5
4. Improve branding	0,20	4,0	0,8
5. Increase promotions	0,15	3,0	1,5
<b>Total Opportunity Score</b>	<b>1,0</b>		<b>3,8</b>
<b>THREAT (OBSTACLE)</b>			
Critical Factors(1)	Weights(2)	Score (3)	Total Score(4)
1. Regional economic conditions are declining	0,20	5,0	1,00

2. The high cost of shipping to Papua	0,10	3,0	0,30
3. There is a cheaper <i>switching cost</i> option	0,20	3,0	0,60
4. Threat of entry is high, business is easy to imitate	0,15	3,0	0,45
5. The emergence of a ticketing service business	0,10	2,0	0,20
6. Many marketplaces (Shopee, Tokopedia, Lazada, and others)	0,10	2,0	0,20
7. Transportation is hampered (dock ship)	0,15	4,0	0,60
<b>Total Challenge Score</b>	<b>1,0</b>		<b>3,4</b>



Figure 5.1 Graph

$Y = \text{Number of Strengths} - \text{Number of Weakness}$   
 $Y = 4.4 - 3.8Y = 0.6$

$X = \text{Number of Opportunities} - \text{Number of Threats}$   
 $X = 3.8 - 3.4X = 0.4$

The biggest weight the author gives to the *strength* aspect, which is to prioritize product quality, because it is the vision of Pop Up Boutique since its inception and the lowest weight in the *strength* aspect is that it already has a cashier application, namely Olsera, this is included in the analysis because Olsera is very useful in supporting the operational activities of Pop Up Boutique, in addition to financial recording puzzles. This application is also very useful for checking the stock of goods. For the weakness aspect, the highest weight is given to not finding effective marketing methods and the quality of human resources. Because of course in the theory of marketing mix (7P) these two things include aspects that affect sales. For the lowest weight, quality control is less effective because the products produced still use 3rd parties, so there is a lack of quality control, but currently PopUp Boutique focuses on purchasing through suppliers, not producing itself. For the

*opportunity* aspect, the highest weight is given to expanding the *target market* with new products or services, because business opportunities are large and there are still few similar competitors in Kaimana regency. For the lowest weight, namely many suppliers and increasing promotions, this is because Pop Up Boutique has made quite a lot of promotional efforts so it only needs to be found out which one is more effective to apply. Then for

*the threat* aspect, the highest weight is given to the declining economic conditions, this is because a smooth regional economy is the dream of all business people, if the money circulating in the community decreases, the business will decline as well. For the lowest weight, it is given to the emergence of a ticketing service business, *marketplace*, and the high cost of shipping to Papua. Actually, these 3 things are related, because the ticketing service business certainly tends to take longer to arrive because it uses ships, while for *the marketplace* it uses

shipping services which are also quite time-consuming because it uses ships. If you use a plane, then the shipping cost will be very high.

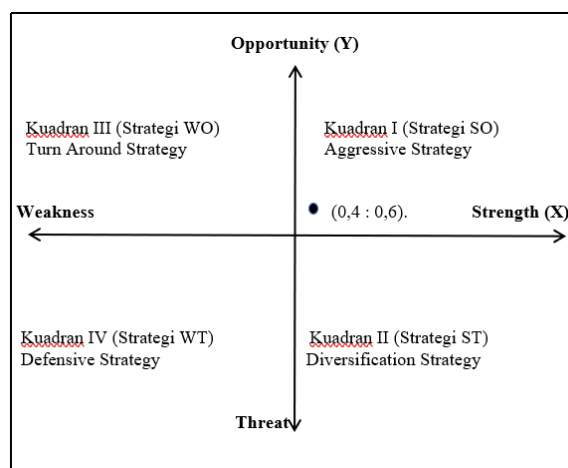


Figure 5.2 SWOT quadrant

## 5.7 SWOT Matrix

Table 5.5 SWOT Matrix

	Strength (S)	Weakness (W)
Opportunity (O)	<b>SO Strategy:</b> 1. Selling clothing products not only for women but also men and children, so that Pop Up Boutique can become the main shopping place of Kaimana people (S1, S3, S4, S5, O1, O2, O3, O4) 2. Increase the branding of Pop Up Boutique. (S1, S2, O1, O2, O4, O5) 3. Increase promotional activities either through brochures or social media. (S1, S2, O1, O2, O4, O5)	<b>WO strategy:</b> 1. Selling new products (Ex: swimsuits). (W4, O1, O2, O3) 2. More taking goods from suppliers (kulakan) than producing them yourself. (W3, O3) 3. Tighten employee recruitment (W2, O4)
Threats (T)	<b>ST strategy:</b> 1. Make <i>sales, bundling</i> packages, for <i>vouchers</i> during <i>low season</i> (S1, S5, T1, T3, T5, T6) 2. Using member card system (S1, S2, S5, T1, T2, T3, T4, T5, T6, T7)	<b>WT Strategy:</b> 1. Looking for a supplier or tailor who is more <i>professional</i> . (W3, W4, T4, T7) 2. Limiting the <i>supply</i> of <i>low season</i> dissat products (W1, W4, T1, T2, T3, T6).

Pop Up Boutique will focus on executing the strategy in quadrant I, which is the first SO strategy, which is to sell clothing products not only to women but also to men and children. This is because the opportunity is still very large, because there are still very few similar competitors who sell the product completely.

## 5.8 Product Strategy



Since the beginning of the establishment of the Pop-Up Boutique offline store, it has targeted the market of women aged 18-50 years who already have a job / fixed income, the upper middle segment because Pop Up Boutique focuses on the quality and service of the products sold.

## 5.9 Price Strategy

The pricing strategy at Pop Up Boutique is based on *Cost Based Pricing*, where the company adds a profit margin based on its cost per unit, ranging from 30-50%. In addition, it is also not uncommon for Pop Up to apply *Competition Based Pricing*, where Pop Up Boutique prioritizes product quality but the price provided is certainly fairly competitive so that the price is slightly more expensive than the price of competitors.

## 5.10 Promotion Strategy

The promotional message applied by Pop Up Boutique is in the form of an invitation to shop at Pop Up Boutique because there are certain promos. The promotional media used by Pop Up Boutique is *advertising* through *online* media and brochures, *sales promotion* in the form of discounts or vouchers and direct *marketing* in the form of *mobile marketing* and the *internet*.

## 5.11 People's Strategy

Pop Up Boutique staff before being recruited into staff, of course, have gone through a recruitment process which is judged based on competence, politeness, selectiveness (can operate a laptop, can count), communicative (can *review* goods *live* on Facebook and offer directly), and a neat and fashionable appearance.

## 5.12 Implication

Table 5.6 Managerial Implications

Theme	Pop Up Boutique Based on Research Results	Managerial Implications
Product	The quality of the product is already good	Maintain product quality standards
Product	Can expand the target market with new products	Selling products that don't yet exist (ex: swimwear, teenage clothes)
Price	The price is considered quite expensive for certain circles	Hold <i>a big sale</i> on certain holidays, but still on the initial target market, which is medium to upper.
Promotion	Promotion is still lacking	Increase promotion through social media, print media, and brochures
Promotion	Quite active on Facebook	Strive to be active not only on Facebook but also other social media
Browse	Incompetent human resources	Conduct periodic training
Browse	Incompetent Human Resources	Tightening employee recruitment

Source: **Processed Data (2022)**

## 6. Conclusions and Suggestions

### 6.1 Conclusion

Based on the analysis of the results of the research and the discussion that has been carried out, the author draws conclusions from this study are:

1. The *price* and *product* strategy carried out by Pop Up Boutique is quite good, but it still has to be improved again so that the previous strategy is more optimal, namely in terms of consistency in quality and price suitability to increase sales.

2. The *promotion* and *people* strategy carried out by Pop Up Boutique is still lacking so that Pop Up Boutique has not maximized the opportunities that exist, so Pop Up Boutique must maximize the opportunities that exist by re-evaluating what opportunities exist in order to make the best use of them. The biggest opportunity is to expand the *target market* with new products/services, so that Pop Up Boutique can take advantage of this opportunity to become the main destination for Kaimana people to shop for clothes.
3. The highest weakness in this company is that it has not found effective marketing methods and the quality of human resources that must be improved again.

## 6.2 Suggestion

From the results of research that has been carried out by the author, there are several inputs that may be useful in the future, namely:

1. Pop Up Boutique must reevaluate existing opportunities to continue to innovate in order to meet customer needs and expectations, and be able to expand *the target market*.
2. In order to be more consistent in sales, Pop Up Boutique needs to standardize marketing and analyze the months when people's purchasing power has increased or decreased.
3. Pop Up Boutique must be more selective in recruiting *staff* and providing training regularly in order to improve staff competence.
4. Innovate not only through products but also operational systems.

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