

STRATEGIES OF IMPROVING THE PERFORMANCE AND COMPETITIVE ADVANTAGES OF SMEs IN TECHNOLOGY-BASED PACKAGING INNOVATION AND MARKETING TO STIMULATE THE DEVELOPMENT OF SMEs PRODUCTS IN BOGOR

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Abstract

One of the significant elements in efforts to encourage MSME to develop their performance is by manufacturing high quality products. In terms of products, product development and packaging innovation are essential. Moreover, marketing aspect is also necessary to be considered. Among the challenges faced by UMKM, one of them is focusing on marketing with the objective to expand their target market. This study aims to find out: 1) the mapping of culinary MSME profile in Bogor, 2) performance analysis and competitive strategies of culinary MSME in Bogor, 3) the strengths, weaknesses, opportunities, and threads of culinary MSME in Bogor, 4) the use of technology in product development and marketing of culinary MSME in Bogor, and 5) feasibility strategies and concept of mentoring model of culinary MSME in Bogor. Data are processed by using : 1) profile mapping of MSME in Bogor, 2) performance analysis and competitive strategies of culinary MSME in Bogor, 3) SWOT analysis , 4) the use of technology in product development and marketing of MSME in Bogor, and 5) feasibility strategies and concept of mentoring of MSME. The results of the study show that: 1) 11 per cent of the respondents are MSME established in 2020, 2) the performance of production process, production equipment, production control, building and facilities, market, quality standardization, business management, capital and promotion attributes are moderate, 3) MSME have the advantages to utilize the opportunities, 4) the use of social media in marketing MSME products, 5) it is necessary for the MSME to have better mentoring, particularly in production process, production facilities, packaging, and market target expansion - both local and foreign markets in the form of promotion mentoring and development.

Keywords: strategies, smes, packaging innovation, marketing

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