

Proposed Marketing Strategy to Increase Sales for Indonesian Modestwear Retailer (Use Case: Toko Bani Adam)

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ABSTRACT

The purpose of this research is to propose the most accurate and suitable marketing strategy for Toko Bani Adam. The suggested marketing strategy is extracted from the examination of internal and external data and is considered fit to increase sales for sustainable business. In research, data collection methods are carefully designed and implemented to obtain relevant and reliable data. The author uses quantitative research by distributed questionnaires forms to Toko Bani Adam's customers and use qualitative conducted interview with the owner and management team. As the result, Toko Bani Adam, a Muslim apparel SME in Indonesia, operates in a dynamic political environment influenced by the rise of Islamic conservatism and increasing religious consciousness among the youth. Toko Bani Adam aims to increase brand visibility, engage with customers, optimize marketing efforts, diversify marketing channels, and enhance the customer experience. This involves adapting marketing strategies based on thorough analysis, attracting customers through online presence and promotions, activating offline marketing activities, and continuously assessing the effectiveness of these efforts. By leveraging market insights, optimizing online platforms, participating in campaigns, and monitoring key metrics, Bani Adam can drive growth and success in a competitive market.

Keywords: Marketing Strategy, Sales, Modestwear Retailer, Toko Bani Adam



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INTRODUCTION

The COVID-19 pandemic has not only had an impact on the health sector but also on the economy. Before the pandemic, the muslim and fashion industry produced various kinds of fashion needs involving all its employees. In Indonesia, the muslim accessories and fashion industry is one of the most significant contributors to the state revenue. Based on data from Statistics Indonesia, there was a negative growth in the textile and apparel industry sector in 2020 of -8.88% (Y-o-Y).

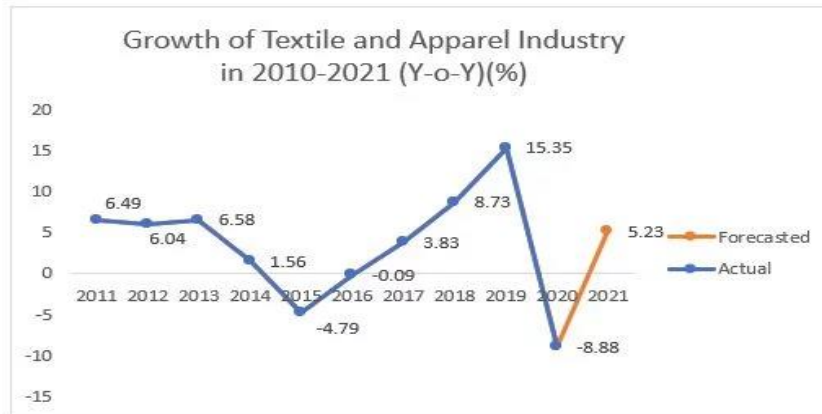


Figure 1. Growth of Apparel Industry
 Source: Visi Globalindo Data Utama (2021)

Meanwhile, in 2021, the sector is predicted to grow by 5.23% (Y-o-Y) in line with production activities that are supported by health protocols in accordance with government policies. Even though there has been growth, this growth is still far from the achievement of the sector in 2019 or has only recovered around 30%. The many obstacles in this sector make it difficult for players to improve their performance. Even so, this does not indicate that all players in this sector have increased their performance by 5.23%. However, there are still a portion of the total players who contributed to this increase, while the rest are still in difficult conditions.



Figure 2. Sales Results After the Impact of Covid-19
 Source: Trisilia (2021)

With so many companies now using social media for marketing, it's worth exploring the role that social media referrals play in driving traffic to third-party websites, as well as which platforms drive the greatest share of social media referrals.

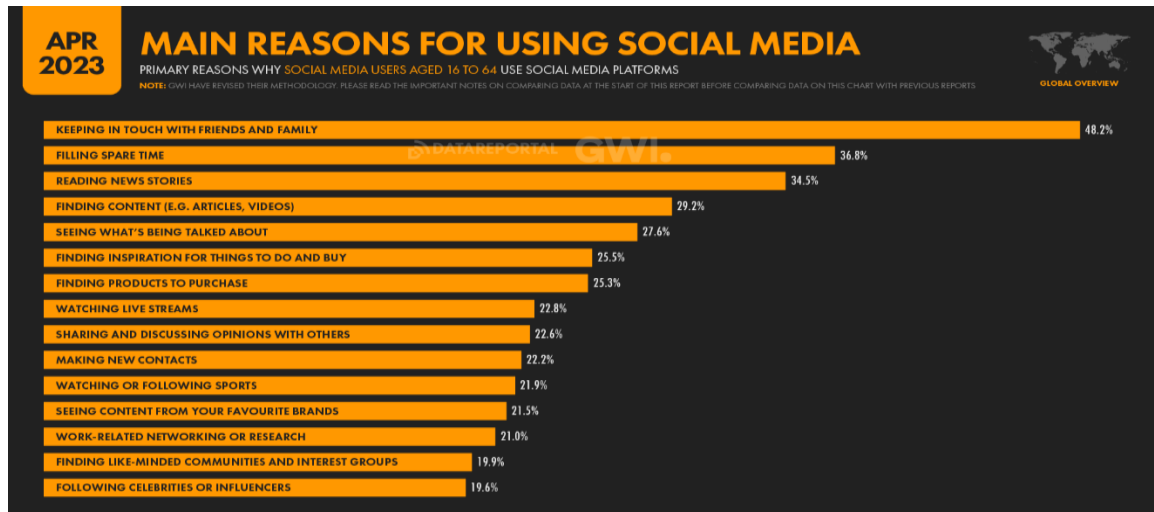


Figure 3. Reasons of Using Social Media
Source: Datareportal (2023)

To investigate and propose effective marketing strategies using the knowledge of Entrepreneurship-Business Creation & Technology Management in the Case Study of Toko Bani Adam. Micro Small Medium Enterprises (SMEs) is a sector that has been severely affected by Covid-19. With the current pandemic, the retail sector has also been affected, including MSME in Thamrin City as one of the largest centers for muslim clothing in Indonesia. One of the factors is that most MSMEs are still conducting their business offline.

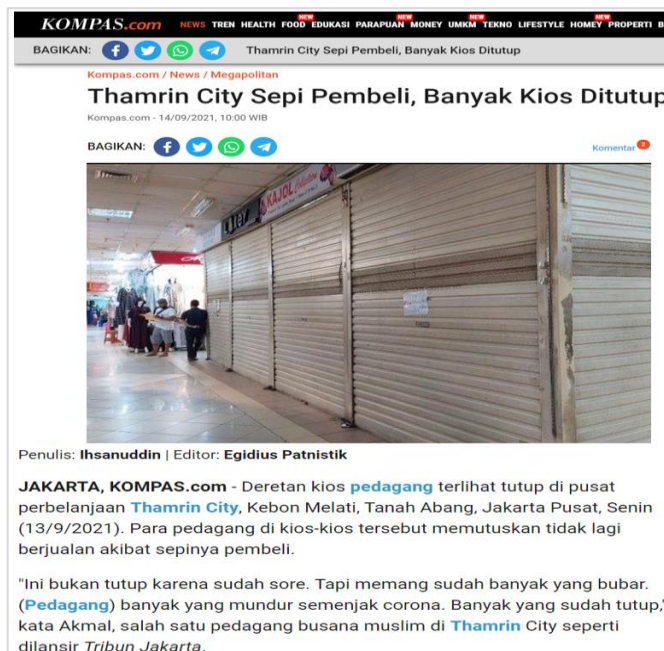


Figure 4. Many Stalls Are Closed in Shopping Center (Thamrin City)
Source: Ihsanuddin (2021)

Only few of them have adopted digitalization. To understand the condition of the business condition with one of the examples of retailer (case study: Toko Bani Adam that sell muslim wear, herbal, and

accessories), the analysis objectives are to investigate business strategies that accommodate to increase revenue and maintain business sustainability industry, including how it can balance disruption and continuity in the present time (Barney, 2016). The Ministry of Trade is optimistic that retail business can be a driving force for economic recovery in the “new normal” era. With the existence of trade activities, at least the businesses still get income. For this reason, the proposed research on the marketing strategy to increase sales for Toko Bani Adam, an Indonesian muslim apparel retailer, aims to address the gap in the existing knowledge by providing an innovative and tailored approach to marketing in the context of a dynamic political environment influenced by the rise of Islamic conservatism and increasing religious consciousness among the youth. While there is some research available on segmenting Islamic apparel (Kartajaya et al., 2019), there is a lack of specific strategies that consider the unique characteristics of Islamic apparel that not only segmenting but also analyze the targeting, positioning and its target market. This research seeks to fill this gap by conducting a comprehensive analysis of internal and external factors, utilizing both quantitative and qualitative research methods, to develop a marketing strategy. This research will contribute to the knowledge on effective marketing strategies for Indonesian Modestwear retailers, particularly for businesses operating in a competitive market.

METHODS

Data Collection

The goal of all data collection is to collect high-quality evidence (Kabir, 2016). The technique or method of data collection carried out by the author in this research is using field research to collect primary data and using library research to collect secondary data.

Field Research

Field research involved direct observation to gather the necessary data for the research. This method was used to obtain primary data, and the research was conducted on the activities of all research objects. To collect primary data, the author uses quantitative research by distributed questionnaires forms to Toko Bani Adam's customers and use qualitative conducted interview with the owner and management team (Vergne & Durand, 2011).

Quantitative Research

The purpose of a theory in quantitative research is to provide an explanation or prediction of real-world occurrences (Creswell, 2012). For the quantitative research conducted on Toko Bani Adam, the author utilized multiple-choice and Likert scale questionnaires, with the scale 1-4. The author also gets to know some of their customers' answers by conducting this survey in an informal discussion based on the questionnaire designed to make the participants more convenient. These questionnaires were designed to identify and evaluate the segmentation, targeting, positioning of customers and their behavior on purchasing products.

To determine the target sample size, the author applied the Slovin formula. Slovin's calculator computes the minimum number of necessary samples to meet the desired statistical constraints (Irelli & Chaerudin, 2020). Result sample size: 92. This means 92 or more measurements/surveys are needed to have a confidence level of 95% that the real value is within $\pm 10\%$ (10 percent margin of error) of the measured/surveyed value. This research uses 107 respondents being surveyed for about a week.

Qualitative Research

The author conducted open-ended interviews to explore the owner's experiences, knowledge, and perspectives related to the research topic (Creswell, 2012). Qualitative research through an interview with the owner of Toko Bani Adam involves engaging in a conversation to gather in-depth insights directly from the source, in this research authors conduct in-depth interview with owner and management team.

Library Research

The author has used online sources, such as websites, online databases, and digital libraries, to gather secondary data. These sources may include reports, white papers, conference proceedings, and other relevant materials that contribute to the research. The secondary data collected from these various sources are then used to support the author's findings and analysis. By incorporating existing knowledge and research from books, journals, and online sources, the author can strengthen their arguments, provide a context for their research. This could explore the principles and practices of information seeking in the context of the digital age, focusing on how individuals navigate and search for information in online environments (Cardeal & Antonio, 2012).

Data Analysis

Data analysis is an essential component of research that involves examining and interpreting data to derive meaningful insights and draw conclusions (Khan, 2014). Marketing strategy data analysis involves the use of various methods to analyze data to gain insights and make informed decisions. In this research, types of data analysis methods were employed:

- a. Content analysis is a method used to examine the contents of various documents. The primary objective of content analysis is to understand the meaning and identify patterns within the documents. It covers various aspects of content analysis, including its theoretical foundations, practical techniques, and applications in different research contexts (Krippendorff, 2018).
- b. Narrative analysis is an analytical method used to examine stories or narratives, including interviews, that are relevant to consumer behavior or experiences within a marketing context. By analyzing narratives, researchers can gain a deeper understanding of the subjective experiences and motivations of consumers, which can be useful in developing targeted marketing strategies. It is recommended to explore additional literature and academic sources to gain a comprehensive understanding of the topic (Holt, 2003).

Situation analysis refers to the process of evaluating and understanding the current state of a business, including internal and external factors. It involves assessing the strengths, weaknesses, opportunities, and threats to identify areas for improvement and strategic planning. It includes a chapter dedicated to situation analysis, where the authors discuss the importance of evaluating the internal and external factors that impact a business (Clow & Baack, 2018).

RESULTS AND DISCUSSION

Business Solution

SWOT Analysis

The SWOT analysis provides an understanding of the strengths, weaknesses, opportunities, and threats that Toko Bani Adam faces. This can capitalize on its strengths, address its weaknesses, take advantage of opportunities, and mitigate potential threats (Marques et al., 2014):

Strengths

Toko Bani Adam offers a diverse range of products caters to the diverse needs of its target market and provides a competitive advantage. The physical stores in Jakarta and West Java, provide a tangible shopping experience for negotiate that provides flexibility and attract price-sensitive customers to build customer loyalty and increasing sales.

Weaknesses

Although Toko Bani Adam utilizes online platforms such as Shopee and Tokopedia, its online presence and digital marketing efforts are not maximized. Compared to some competitors, Toko Bani Adam may have lower brand awareness among the target market.

Opportunities

The demand for Muslim fashion apparel and accessories is expanding globally. With the increasing popularity of online shopping, Toko Bani Adam can further expand its online presence and leverage e-commerce platforms to reach a wider customer base. This can involve improving the online

shopping experience, implementing digital marketing strategies, and exploring partnerships with popular online marketplaces.

Threats

The Muslim fashion market is highly competitive, with numerous players offering similar products. Competitors with strong brand presence, extensive marketing efforts, and established customer can be a threat to Toko Bani Adam's market share. Customer preferences and fashion trends are subject to change.

Table 1. Toko Bani Adam's SWOT Analysis

INTERNAL	STRENGTHS	WEAKNESSES
	<ul style="list-style-type: none"> • Have two physicals' stores. • Have warehouse. • Strategic location. • Wide range of product. • Establish in digital market. • Affordable price. • Offer wholesale price. • Knowledgeable employee. 	<ul style="list-style-type: none"> • Undefined of marketing program • Low online presence. • Unclear target audience. • Inconsistent marketing activity • Doesn't have marketing expertise. • Limited promotion. • Low cashless payment utilization. • Multitasking employee.
EXTERNAL	OPPORTUNITIES	THREATS
	<ul style="list-style-type: none"> • Huge muslim market & population. • Ecommerce and social media grow. • Consumer demand is growing. • Online presence and digitalization. • Collaboration with influencers. 	<ul style="list-style-type: none"> • Intense competitors. • Changing consumer trends. • External economic factors. • Technological disruptions. • Price sensitivity.

Source: Author's Analysis, 2023

TOWS Matrix

The TOWS Matrix for Toko Bani Adam suggests several strategic directions. Based on the TOWS matrix, the proposed marketing strategy will be focusing on marketing mix and STP, the concentrate actions will include the marketing strategy as one of the tools to generate business solutions (Kushwaha & Agrawal, 2015).

Toko Bani Adam can leverage strengths and opportunities by expanding online presence and tapping into e-commerce and social media trends, as well as utilizing physical stores. To address weaknesses and capitalize on opportunities, Toko Bani Adam can develop a comprehensive marketing program, increase promotional activities, and invest in marketing expertise to enhance online presence and cater to growing consumer demand. Toko Bani Adam should consider highlighting the diverse product range and competitive pricing to differentiate itself from competitors, while staying updated with changing consumer trends (Maia et al., 2019). To mitigate weaknesses and threats, Toko Bani Adam can address consistent marketing activity and limited promotion to adapting technological disruptions to stay resilient in the face of intense competition and changing consumer trends.

TOWS Matrix

Table 2. Toko Bani Adam SWOT Matrix

	STRENGTHS	WEAKNESSES
OPPORTUNITIES	<ul style="list-style-type: none"> Expand online presence and tap into e-commerce and social media trends. Cater to increasing consumer demand in the Muslim market. Attract a larger customer base with strategic location and affordable prices. 	<ul style="list-style-type: none"> Develop a comprehensive marketing program and increase promotional activities. Invest in marketing expertise to capitalize on growing consumer demand. Enhance online visibility and implement comprehensive digital marketing presented by e-commerce growth.
THREATS	<ul style="list-style-type: none"> Differentiate from competitors by emphasizing product range and pricing options. Stay updated with changing consumer trends. Utilize physical stores and warehouse to withstand external economic factors. 	<ul style="list-style-type: none"> Address inconsistent marketing activity and limited promotion. Enhance online presence to mitigate technological disruptions and price sensitivity. Monitor and adapt to technological advancements including online payment tools.

Source: Author’s Analysis, 2023

Proposed STP

Based on the characteristics of the survey respondents and interview with owner, the proposed Segmentation, Targeting, and Positioning (STP) strategy for Toko Bani Adam can be outlined as follows (Porter, 2004):

Segmentation

Demographic: The customer base can be segmented into male and female customers age between 18-45 years, with a focus on expanding the reach to women's fashion in addition to the current product offerings for men. Segmentation can be done based on the occupation of customers, targeting self-employed individuals (entrepreneurs and business owners) who may purchase items in bulk, as well as employees, students, and unemployed individuals.

Geographic: West Java: Focus on customers residing in areas such as Sukabumi, Depok, Bekasi, and Bogor, where a significant number of buyers currently come from. Jakarta: Target customers in the capital city to expand the market and reach a broader audience.

Psychographic:

Lifestyle: Cater to customers who value Islamic fashion and incorporate it into their daily lives, targeting those who prefer modest clothing options and strive to adhere to Islamic principles. **Religious Beliefs:** Attract customers who have a strong religious affiliation and seek products that align with their faith and values.

Behavioral:

Usage Frequency: Tailor marketing strategies to engage and retain customers who purchase from Bani Adam store on a regular basis, both monthly and weekly. **Purchase Frequency:** Focus on customers who make purchases 1-3 times per month, as they represent most respondents. Provide incentives or loyalty programs to encourage repeat purchases. **Best-Selling Products:** Continue catering to the demand for Islamic clothing, including robes, hijabs, and koko shirts, which are popular among customers. Expand the product range to include Hajj and Umrah equipment to target customers undertaking these religious journeys.

Targeting

Age: The primary target age group should be 18-39 years, as they represent the largest proportion of customers. However, the store should also cater to customers of other age groups, ensuring a diverse product range to meet their needs.

Geographic: While the store's dominant customer base is in West Java, there is an opportunity to expand the market in Jakarta, targeting customers from this region.

Occupation: Entrepreneur or self-employed: This includes entrepreneurs and business owners who may purchase items in bulk. **Target individuals who are working or unemployed individuals:** Consider offering affordable options to cater to customers with limited budgets.

Income Level: Middle-class: Focus on customers with moderate income levels, as indicated by the monthly expense range of one million to five million. **Affordable pricing:** Offer products at various price points to cater to customers with different income levels.

Personality and Lifestyle:

Religious individuals: Appeal to customers with a strong religious affiliation and a desire to incorporate Islamic fashion into their daily lives. **Modest lifestyle seekers:** Target customers who prefer modest clothing options and value adhering to Islamic principles. **Trend-conscious individuals:** Provide fashionable and trendy Islamic clothing options to attract customers who seek both style and modesty.

Benefits Sought:

Quality products: Emphasize the quality and durability of Bani Adam store's products to appeal to customers looking for long-lasting items. **Diverse product range:** Highlight the wide selection of Islamic clothing options available to cater to different tastes and preferences.

Positioning

Toko Bani Adam still has a positioning such existing but has enhance and ctaer to the new marketing strategy: Toko Bani Adam is the go-to destination for a diverse selection of high-quality Muslim essentials, available at competitive retail and wholesale prices. Toko Bani Adam provide a comprehensive range of products that cater to the needs of our valued customers, ensuring they have access to the finest Muslim essentials with ease and affordability. With the commitment to quality, affordability, and a wide product range, Toko Bani Adam is dedicated to empowering individuals to embrace their faith and lifestyle with confidence and convenience.

Proposed Marketing Mix 7P's

The new marketing mix for Toko Bani Adam brings significant improvements across various aspects of the business. This includes expanding the product range to include Hajj and Umrah products and natural supplements, conducting market research for product enhancement, and setting prices strategically based on market conditions and Islamic seasons (Solomon, 2017). The business also focuses on creating a cleaner and tidier store environment, enhancing online presence, and providing excellent customer service through staff training and recruitment (Bismo & Gunawan, 2019). Digital marketing, discounts, and free delivery promotions are utilized for effective promotion. Process improvements include reducing customer wait times, implementing technology solutions, and ensuring timely online shipping. Lastly, physical evidence is enhanced through clean and organized displays.

Table 3. Proposed Marketing Mix 7P's

Products	Have more wide range of Hajj and Umrah product. Sell more about the natural supplement. Conduct market research to introduce or improve products.
Price	Set price according to market condition and Islamic season. Provide many payments include on e-wallet
Place	Creating cleaner and tidier place. Organized the product by its type or section. Reach through online selling presence.
People	Train the staff for accommodate excellence customer's service. Recruit new staff to handle marketing. Provide competitive compensation and benefits opportunities. A healthy and safe work environment to improve effectiveness.
Promotion	Utilize digital marketing channels. Create social media planning content for promotion. Have discount and promos for prayer cap and rugs. Offer free delivery cost for online shipment.
Process	Reduce customer wait times, generate quick service. Implement technology solutions for inventory management. Set maximum preparation time for online shipping delivery.
Physical Evidence	Provide clean and hygiene atmosphere. Enhance store display products. Organize the products by type or specific section.

Source: Author's Analysis, 2023

Proposed 5As Method

the 5A method helps Toko Bani Adam increase sales by improving brand visibility, engage with customers, optimize marketing efforts, diversify marketing channels, and enhance the customer experience (Swastha & Hani, 2012). These benefits contribute to the growth and success of the business in a competitive market. The 5A method for Toko Bani Adam's marketing, incorporating the mentioned activities, can be outlined as follows (Kotler & Keller, 2012):

1. **Analyze:** Conduct a thorough analysis of the market, customer behavior, and competitors' strategies. Gather data on market trends, target audience preferences, and competitors' presence in online marketplaces. This analysis will provide insights for strategic decision-making.
2. **Adapt:** Based on the analysis, adapt the marketing strategies to align with the findings. This includes recruiting marketing staff with expertise in online marketplaces and social media management. Provide comprehensive training to new employees to ensure they are equipped with the necessary skills and knowledge.
3. **Attract:** Enhance the online presence of Bani Adam by updating and optimizing existing stores on online marketplaces like Shopee and Tokopedia. Set up new stores on emerging platforms such as TikTok Shop. Update content and engage with the audience on social media platforms like Instagram. Establish new social media accounts on platforms like TikTok and Facebook. Collaborate with a social media agency to amplify the brand's reach and engagement. Provide promotions and engaging content to attract customers.
4. **Activate:** Execute offline marketing activities such as participating in online and offline campaigns, joining events or bazaars, and producing offline marketing kits. Set up advertisements for digital presence, including social media ads and search engine marketing. Enable e-wallet payments like OVO, GoPay, and credit/debit cards for convenient transactions.

Launch new and updated products, collaborating with influencers or industry experts to generate buzz and credibility. Launch a loyalty program to incentivize repeat purchases.

5. **Assess:** Continuously assess the effectiveness of marketing activities through data analysis and customer feedback. Monitor key metrics such as sales performance, website traffic, and engagement on social media platforms. Adjust marketing strategies based on the assessment and make improvements for better results. Expand the brand's online presence by setting up a built-in website and implementing live shopping features on all online platforms. Consider opening new branches in strategic locations to reach a wider customer base. Conduct professional product photoshoots to enhance the product portfolio. Add business-to-business (B2B) features on the website to cater to bulk orders. Release special packages and bundles for Islamic celebrations to cater to specific customer needs.

Implementation Plan & Justification

Toko Bani Adam's marketing plan will be implemented in a phased approach, prioritizing activities based on their impact and feasibility. The first step is to recruit marketing staff, identifying the roles required and conducting a thorough recruitment process to bring in qualified candidates. Once the team is in place, comprehensive training will be provided to ensure they are well-versed in the company, its products, target market, and marketing strategies.

The next priority is to update the existing stores in online marketplaces such as Shopee and Tokopedia. This involves reviewing and refreshing product listings, descriptions, and visuals to enhance their accuracy and attractiveness. Simultaneously, Toko Bani Adam will set up stores on emerging platforms like TikTok Shop, capitalizing on their growing popularity and expanding the brand's online presence.

To engage with the existing audience, content updates on social media platforms like Instagram will be a focus. The company will plan and create engaging and relevant content, including product features, promotions, customer testimonials, and lifestyle images. Additionally, new social media accounts will be set up on TikTok and Facebook, aligning with the preferences and behaviors of their target audience.

Collaboration with a social media agency is another priority to leverage their expertise in creating effective social media campaigns. This partnership will help drive brand awareness and engagement, further expanding Toko Bani Adam's reach. Promotion and engaging content will be developed, including contests, interactive campaigns, and rewards for customer loyalty, to attract and retain customers.

Offline marketing activities, such as in-store events, product demonstrations, and collaborations with local businesses or community organizations, will also be planned and executed to generate excitement and attract customers. Marketing materials, including brochures, flyers, banners, and branded merchandise, will be produced to support these offline efforts and ensure consistent messaging.

Digital advertising campaigns will be launched to increase brand visibility, targeting specific demographics and platforms where the target audience is most active. Moreover, integrating popular e-wallet payment options, such as OVO and GoPay, along with credit/debit card systems, will provide customers with convenient and secure payment options.

As the marketing strategy progresses, Toko Bani Adam will continue to implement activities such as product launches, collaborations with influencers or experts, participation in online and offline campaigns, and joining offline events or bazaars. Special promotions, loyalty programs, website development, live shopping sessions, branch expansion, professional product photoshoots, B2B features on the website, and the release of specialized packages for Islamic celebrations will also be

pursued to further enhance the brand's visibility, sales, and customer satisfaction. Preparations for Implementation:

1. **Recruitment Process:** Toko Bani Adam needs to identify the roles required within the marketing team and conduct a thorough recruitment process. This includes defining job descriptions, advertising vacancies, and conducting interviews and assessments to attract and select qualified candidates (Arens & Weigold, 2017).
2. **Comprehensive Training:** Once the marketing team is in place, comprehensive training should be provided to ensure they are well-versed in the company, its products, target market, and marketing strategies. This training may involve workshops, seminars, and knowledge-sharing sessions to equip the team with the necessary skills and knowledge.
3. **Online Store Updates:** Reviewing and refreshing product listings, descriptions, and visuals on online marketplaces like Shopee and Tokopedia require a thorough assessment of the existing content and optimizing it for accuracy and attractiveness. Setting up stores on emerging platforms like TikTok Shop involves creating new accounts and optimizing content specifically for those platforms.
4. **Social Media Content Planning:** Planning and creating engaging and relevant content for social media platforms such as Instagram, TikTok, and Facebook requires careful consideration of the target audience's preferences and behaviors. Developing a content strategy and aligning it with the overall marketing objectives helps ensure consistent messaging and effective audience engagement.
5. **Collaboration with a social media Agency:** Identifying a suitable social media agency and establishing a partnership involves evaluating different agencies, negotiating terms, and aligning objectives. This collaboration allows Toko Bani Adam to leverage the agency's expertise in creating effective social media campaigns.

Implementation Plan and Justification:

1. **Phase 1: Recruit Marketing Staff and Provide Training**
- Justification: Building a competent marketing team is crucial for successful execution of the marketing plan. Providing comprehensive training ensures that the team is well-equipped to understand the company, its products, target market, and marketing strategies.
2. **Phase 2: Update Existing Stores and Set Up Stores on Emerging Platforms**
- Justification: Enhancing the accuracy and attractiveness of product listings, descriptions, and visuals in existing online marketplaces improves the brand's online presence and increases the chances of attracting potential customers. Additionally, setting up stores on emerging platforms capitalizes on their growing popularity and expands the brand's reach to new audiences.
3. **Phase 3: Focus on Content Updates and Social Media Expansion**
- Justification: Engaging with the existing audience through content updates on social media platforms builds stronger connections, increases brand loyalty, and encourages repeat purchases. Setting up new social media accounts on platforms like TikTok and Facebook aligns with the target audience's preferences and behaviors, allowing Toko Bani Adam to tap into new customer segments.
4. **Phase 4: Collaborate with a social media Agency and Plan Engaging Campaigns**
- Justification: Partnering with a social media agency leverages their expertise in creating effective social media campaigns. This collaboration helps drive brand awareness, expands reach, and brings fresh ideas and strategies to Toko Bani Adam's marketing efforts.

5. Phase 5: Plan and Execute Offline Marketing Activities and Produce Marketing Materials
 - Justification: Offline marketing activities, such as in-store events, product demonstrations, and collaborations with local businesses or community organizations, generate excitement and attract customers. Producing marketing materials ensures consistent messaging and supports offline marketing efforts.

6. Phase 6: Launch Digital Advertising Campaigns and Integrate Payment Options
 - Justification: Digital advertising campaigns targeting specific demographics and platforms increase brand visibility and reach potential customers. Integrating popular e-wallet payment options and credit/debit card systems provides customers with convenient and secure payment options, enhancing the overall customer experience.

7. Ongoing Phases: Implement Additional Activities for Brand Enhancement and Customer Satisfaction
 - Justification: Continuously implementing activities such as product launches, collaborations with influencers or experts, participation in online and offline campaigns, and pursuing other brand-enhancing initiatives helps further improve brand visibility, sales, and customer satisfaction.

Table 4. Proposed Implementation Plan

Activities	Q3 2023				Q4 2023				Q1 2024				Q2 2024														
	July		August		September		October		November		December		January		February		March		April		May		June				
	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3
Digital Presence & Online Platforms:																											
Update Content in Existing Social Media (Instagram)	■																										
Update Existing Stores in Online Marketplace (Shopee, Tokopedia)																											
Set-up E-wallet Payment (OVO, GoPay, Credit/Debit)																											
Set-up New Social Media Account (TikTok and Facebook)																											
Set -up Stores in New Online Platform (TikTok Shop)																											
Set-up Build-in Website																											
Add B2B Features on Website																											
Collaborations and Promotions:																											
Produce Offline Marketing Kit																											
Set-up Offline Marketing Activities																											
Join Offline Event or Bazaar																											
Launch Loyalty Program																											
Live Shopping for All Online Platforms																											
Participate in Online and Offline Campaigns																											
Product Promotion (Free Gift, B1G1, Voucher)																											
Provide Promotion and Engaging Content																											
Collaborate with Social Media Agency																											
Collaborate with Influencers or Expert																											
Expansion and Recruitment:																											
Recruit Marketing Staff																											
Training New Employees																											
Open New Branch																											
Product Development:																											
Release Package for Islamic Celebration																											
Launch Product Bundle and Hampers																											
Launch New or Updated Product																											
Photoshoot of Product Portfolio																											

Source: Author's Analysis, 2023

The owner of Toko Bani Adam has expressed their intention to implement the proposed marketing strategy gradually, taking into consideration the company's sales growth and financial stability. This approach allows them to carefully manage their resources and ensure that each step of the strategy produces the desired results before moving on to the next phase. By adopting a gradual

implementation approach, Toko Bani Adam can closely monitor the market response, customer behavior, and the effectiveness of each marketing activity. This data-driven decision-making process ensures that Toko Bani Adam maximizes the return on investment and optimizes their marketing efforts for long-term growth and success.

CONCLUSION

Overall, Toko Bani Adam aims to implement a comprehensive marketing strategy that takes into account both internal and external factors affecting its business. By leveraging its strengths, such as a strong brand reputation, unique product offerings, and strategic locations, and addressing weaknesses, such as limited product range and competition, Toko Bani Adam can position itself as a premier player in the Muslim fashion industry. The proposed marketing strategy includes segmentation, targeting, and positioning to effectively cater to the diverse needs of the target market. By expanding their product range, setting competitive prices, enhancing the shopping experience, and adopting effective promotion strategies, Toko Bani Adam can attract and retain customers.

The implementation plan involves recruiting qualified marketing staff, training new employees, updating existing online stores, setting up stores on new platforms, creating engaging content on social media, collaborating with social media agencies, conducting offline marketing activities, launching promotional campaigns, and enabling e-wallet payment options on the website. Regular monitoring and assessment of key metrics will allow Toko Bani Adam to evaluate the effectiveness of the marketing strategies and make necessary adjustments to ensure optimal performance. By following this implementation plan, Toko Bani Adam can increase brand visibility, engage with customers, optimize marketing efforts, diversify marketing channels, and enhance the overall customer experience. This will ultimately lead to increased sales and sustainable business growth in the competitive Muslim apparel market in Indonesia.

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