

Strategy Analysis for Improving Product Quality in the Choque Chocolate Business in Koto Tuo IV Koto, Agam Regency

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ABSTRACT

This study aims to identify strategies for enhancing product quality in the Choque chocolate business in Koto Tuo IV Koto, Agam Regency. Using a descriptive qualitative approach and SWOT analysis, data were collected through interviews, observations, and documentation. The findings show that improving product quality positively impacts product durability and consumer purchasing power. Recommended strategies include enhancing flavor variety, leveraging social media for marketing, collaborating with delivery services, optimizing production processes, and aligning production with demand. These strategies aim to increase competitiveness and meet consumer expectations effectively.

1. Introduction

Strategy in an industry is very important because it is related to improving marketing. The strategy of improving product quality really helps the industry in achieving its goals. One of the efforts that must be made is to improve marketing, and with good product quality, marketing will increase according to industry expectations. This also attracts customers' attention to buy the products offered (Yuarini et al., 2015). Product quality is an important factor in the success of a product launch, where good quality products will attract customer interest and increase sales (Diah Cantik Novitasari, 2015).

Choque Chocolate Business has a business license, and to support operations, they have obtained an SPP-IRT (Home Industry Food Production Committee Compliance Standards) deed with Number: 3071308050466-28. This commitment includes fulfilling food safety standards, CPPB-IRT (Good Food Production Methods for Home Industries) requirements, as well as hygienic sanitation, fulfilling brand standards, and promoting processed food products. Product quality greatly influences marketing, and Choque's business in Koto Tuo IV Koto, Agam Regency has carried out various research to produce quality chocolate with delicious taste. Choque Chocolate Factory started selling its products after going through various stages of research. The business owners were satisfied with the results of the research that had been carried out, where after six months and several times studying chocolate making techniques, they succeeded in creating the high quality chocolate products that are sold today.

The following is information about the marketing volume of Choque Chocolate in Koto Tuo IV Koto, Agam Regency:

Table 1.

Data on Product Expiry Limits at the Choque Chocolate Business in Koto Tuo IV Koto, Agam Regency.

No	Product Flavor Variants	Chocolate Type	Expired
1	Peanut	Dark	1 Week (Seven Days)
2	Milo	(Coklat Batangan)	
3	Strawberry		
4	Blueberry		
5	Marshmello		
6	Oreo		

Source: Business Owner Choque Koto Tuo IV Koto, Agam Regency

The framework for this research is how product quality improvement strategies can influence increased customer purchases at the Choque Chocolate business in Koto Tuo IV Koto, Agam Regency. As stated by one Indonesian doctor, consuming chocolate is beneficial for heart health and keeps the body's energy strong. In addition, the carbohydrates contained in chocolate form chemical compounds that produce serotonin, which helps stimulate the brain, making us feel calm and comfortable. Therefore, many people are

interested in consuming chocolate (Agustin, 2023). Improving the quality of chocolate products is important so that the industry understands the right strategy to increase sales through product quality (Yuarini et al., 2015).

Another question is what is the durability or expiration date of the product at the Chocolate Choque business in Koto Tuo IV Koto, Agam Regency? As technology develops, Chocolate Choque strives to increase the durability of its products. Initially, chocolate could only last for 7 days, but through additional research, the product now has a shelf life of up to 2 weeks, depending on proper storage. Choque Chocolate continues to improve the quality of its durability so that it can compete with similar products that have a longer shelf life (Lukman & Wulandari, 2018).

Several studies related to this research were conducted by, Syabena, et al., (2023). The results of this research show that the quality attributes that specify consumer expectations for the quality of CV.GLF organic vegetables are cleanliness, freshness, food safety, durability, color, standard size and shape (Syabena et al., 2023). Other research was also conducted by Mandasari, et al., (2023). The results of the research show that developing a business using chocolate as an ingredient must be able to innovate according to consumer needs, expand the market network using market share strategies and market access strategies by increasing production volume through additional capital. and by utilizing modern technological networks (Mandasari et al., 2023).

Other research was also conducted by Bintama & Rosiana (2023). The results showed that the Chokato mini factory was in a position to grow and develop so an intensive strategy was needed. The main strategic priority is through minimizing price risks and planning to increase production volume (Bintama & Rosiana, 2023), one of the similar studies was also conducted by Syafri, et al., (2020). The results of the research show that Internal Factors play the most role in Cilet business marketing Chocolate consists of the main strength, which is a quality product and the main weakness is the absence of derivative products, while the external factors that play a role in the marketing of the Cilet Chocolate business consist of the main opportunity, namely changes in people's lifestyles and the main threat of consumers who are loyal to competitor products and the right strategy for marketing the business. Based on the results of the SWOT analysis, Chocolate Cilet is in quadrant I, which means aggressive strategy (SO). An aggressive strategy that can be implemented is a strategy to maintain product quality and expand the marketing network by utilizing market share and a market penetration strategy by increasing production capacity by adding capital and modern technology (Syafri et al., 2020).

The above research has similarities and differences with this research, the similarities contained in this research both have a study focus on product marketing, improving product quality, and both discuss the marketing of chocolate products, the difference between this research and previous research is the type of chocolate marketed

is different from one another, the research locations are different, and the marketing strategies used are also different, so the results of this research will answer the latest findings which are different from previous research

2. Library Study

Strategy is an integrated, comprehensive and structured concept that connects the advantages of industrial strategy with existing challenges, designed so that the main industrial goals can be achieved through proper implementation. An improvement strategy is a planning method in an industry to increase capabilities to achieve desired goals. In its implementation, strategy requires careful attention so that it can be designed well and run efficiently. Strategy is a tool to achieve goals, and in its development, each person may have a different understanding of strategy.

Strategies are implemented to support the achievement of industry goals, and quality strategies are an important part for the industry to ensure that customer assessments of quality match their expectations. This aims to ensure that the industry can compete well, obtain positive assessments from customers, and offer consistent quality products, good service, affordable prices, and continuous product development. The strategy of a product is greatly influenced by transformation involving production costs, quality of goods, use of human resources, and attractive product design (Firmansyah & Mochklas, 2018). Different modes of production have different strategies, and decisions regarding this depend on leadership

commitment. Aspects that must be considered include the technology used, quality, use of labor, and equipment used (Extract, 2022). Strategies related to production facilities greatly determine business success (Aulyadipo, 2019). If businesses do not take advantage of opportunities to improve existing facilities, then the facilities strategy could fail (Aulyadipo, 2019).

Strategic management can be defined as the art and science of formulating, implementing and evaluating decisions that enable an organization to achieve its goals. According to Akdon, strategic management consists of decisions and actions aimed at choosing effective strategies to help achieve industry targets. Quality is an aspect that meets certain needs, closely related to the products or services produced by an industry. Quality is conformity to established standards to assess how well a product or service meets its designed goals. Product quality reflects that the product offered has more value compared to other products. Product quality is very important for industry or producers, because it is directly related to marketing. Product quality is a characteristic of goods and services that influences their ability to meet customer needs and desires, so companies must strive to create quality products that are visible in terms of both appearance and essence.

Furthermore, an improvement strategy is a program that aims to increase industry income, with this income being used to improve product quality in order to increase sales. Many businesses fail because their products do not sell, usually because product quality is

not maintained. In general, in business, product quality is very important for increasing sales.

In an Islamic perspective, improving product quality is something that must be done. Ignoring quality is considered a wasteful action, because if product quality is ignored, customers will reconsider making a purchase. Product quality is very important, because it is directly related to increasing sales. Rasulullah SAW also emphasized the importance of product quality in creating customer satisfaction, as well as the values contained therein. Rasulullah made product quality a priority, and he adapted products to the needs of buyers (Dr. Ika Yunia Fauzia, 2018). According to Astuti and Matondang Nurhafifah, product quality is everything that can be offered by producers for consideration, use, purchase and consumption according to the needs of certain consumers (Hisnul et al., 2022).

As God says in the Qur'an Surah Al-ahzab verse 70:

يَا أَيُّهَا الَّذِينَ آمَنُوا اتَّقُوا اللَّهَ وَقُولُوا قَوْلًا سَدِيدًا

"O you who believe, fear Allah and speak the truth"

In the section above, Allah SWT says *"speak the right words,"* which can be linked to advertising on cigarette packs as a form of health promotion, which is expected to provide honest information in marketing cigarette products, as well as in other business fields. Allah SWT commands His people to be honest in running their business so that customers do not feel disappointed with the products being sold. As is the case with the Choque Chocolate

business, products are promoted according to their quality (Dokter. Azhari Akmal Tarigan, 2022).

The relationship between sharia and product quality is closely related to the principles of ethics and justice in Islam. Several important principles in sharia related to product quality include: Justice and truth, as Allah says in QS. An-Nisa 4:135 which means: *"O you who believe, be you upholders of justice, as witnesses for Allah, even against yourselves, or your parents and relatives. Whether he is rich or poor, Allah knows best his benefits."* Cleanliness, as Allah says in QS. Al-Baqarah 2:222 which means: *"Indeed, Allah loves those who repent and loves those who purify themselves."* Customer rights, as Allah says in QS. An-Nisa 4:29 which means: *"O you who believe, do not let some of you consume the wealth of others in a false way, except by means of business that is valid with mutual consent between you."* Honesty and openness, as Allah says in QS. Al-Baqarah 2:42 which means: *"And do not mix what is true with what is false and hide what is true, even though you know it".*

Understanding these verses, as well as their relationship to product quality, shows that products marketed in accordance with these principles not only support religious values, but also build customer trust, especially Muslim consumers, in the products and brands offered.

According to Assauri, product quality refers to the level of ability of a brand or product to carry out its expected functions and fulfill basic human needs. To meet consumer needs, companies need

to implement quality measurement strategies, such as dividing products into several categories, for example based on taste quality, quantity or portion, menu variations, or type of food offered. It cannot be denied that unique tastes, portions that meet expectations, and a variety of food choices will attract consumers to make repeat purchases and maintain satisfaction with the product (Assauri, 2013).

According to Gaman and Sherrington in Sugiarto (2014), the main factors that influence food quality can be summarized as follows: (1) Color, which has an important role in attracting consumers' appetites through the right color combination. (2) Appearance, as in the expression "*looks good enough to eat*," indicates the importance of the appearance of the food. (3) Portions, where each food serving must comply with standard sizes or *standard portion size*. (4) Shape, which also plays a role in attracting consumers visually. (5) Temperature, temperature variations between one dish and another are often liked by consumers. (6) Texture, which can be felt through pressure and movement in the mouth, which includes smooth and rough. (7) Aroma, which can influence consumer perceptions before the food is tasted. (8) The level of doneness affects the texture of the food itself. (9) Taste, where the human tongue detects basic tastes such as sweet, sour, salty and bitter.

3. Research Methods

This research uses a qualitative descriptive method applied to the Choque chocolate business in Koto Tuo IV Koto, Agam Regency.

The analytical method used is descriptive qualitative analysis of information and explanations obtained from the field, which is then analyzed based on a literature review. Qualitative research is a research method that produces descriptive data in the form of words, actions and behavior from the individuals or groups being observed. This research is expected to be able to provide an in-depth picture of behavior, thoughts, motivations, and actions that can be analyzed and observed from individuals, groups, communities, or organizations by describing verbally and in language related to product quality analysis using various natural methods.

The types of data used in this research are primary and secondary data. Primary data is data obtained directly from the first source at the research location through observation and interviews (Handayani, 2023). Meanwhile, secondary data is data obtained indirectly from other parties. Data collection methods include interviews, which is one of the techniques for collecting information. Interviewing is an important skill that social science graduates must have. Second, observation is the activity of recording symptoms using certain instruments for objective or other purposes (Hasanah, 2017). Interviews were conducted as a data collection method when researchers wanted to conduct an initial study to find problems that needed to be researched with the aim of solving them and obtaining more in-depth information regarding product quality analysis in order to increase sales at the Choque chocolate business in Koto Tuo IV Koto, Agam Regency.

Furthermore, direct observations were carried out by researchers to maximize data related to analysis of the quality of chocolate products at the Choque chocolate business in Koto Tuo IV Koto, Agam Regency. Third, the questionnaire is used as a research tool to collect data or information containing explanations, views and opinions regarding the phenomenon of chocolate product quality. In this direct observation, the researcher not only acts as an observer, but can also observe symptoms or processes that occur directly while the research is taking place. Observation is a data collection method that is carried out by systematically observing and recording conditions related to the research subject. This observation was used to obtain information by directly observing the quality of chocolate products at the Choque business in Koto Tuo IV Koto, Agam Regency.

The data analysis method used in this research is SWOT analysis. SWOT analysis pays attention to several factors that influence the strategy to be designed, focusing on four main aspects: strengths, weaknesses, opportunities and threats.

Table 2

SWOT Matriks

W	Strength (S)	Weakness (W)
S	Strength factors	Weakness factors
T		
Opportunity (O)	Strategi SO	Strategi WO

Opportunity factors	Create strategies that use strengths to take advantage of opportunities.	Create a strategy that minimizes weaknesses to take advantage of opportunities.
Treaths (T) Threat factors	Strategi ST Create strategies that use strengths to overcome threats.	Strategi WT Create a strategy that minimizes weaknesses and avoids threats.

Furthermore, data analysis in qualitative research is carried out during the data collection process and after the data has been collected within a certain period. The data obtained regarding product quality analysis to improve chocolate at the Choque business in Koto Tuo IV Koto, Agam Regency is explained analytically, factually and in depth through the following steps: first, data collection was carried out at the research location through observation, interviews and questionnaires by conducting general exploration of the subject being observed as well as all the things seen and heard. Second, data reduction is carried out by summarizing, selecting important things, and focusing on relevant aspects to find patterns and themes. In this research, the data selected is the result of data collection through observation, interviews and questionnaires. Third, data presentation is the process of grouping data that has been reduced in the form of short explanations, diagrams, etc. Fourth, conclusions are drawn by

analyzing the data that has been presented and compiling a description of the results of the analysis.

4. Results and Discussion

Based on research conducted on "Analysis of Product Quality Improvement in the Choque Chocolate Business in Koto Tuo IV Koto, Agam Regency," the following results were obtained: The research shows a positive impact on product quality improvement strategies, where the better the product quality improvement strategy, the longer the shelf life. hold Choque chocolate products. The next step is to formulate a strategy to improve product quality based on SWOT analysis obtained through interviews, observations and questionnaires. This research aims to identify strengths, weaknesses, opportunities and threats in order to improve the quality of Choque chocolate products in Koto Tuo IV Koto, Agam Regency.

First, strength is a superior factor that can be developed or maintained to achieve maximum results. Strength is the ability possessed by an industry, whether in the form of skills, advantages or resources, which makes the business superior in various aspects (Fatimah, 2016). Strengths can also include strategic location, attractive facilities, quality resources, and other aspects that make a business such as a milk house successful in its management. Here are some of the strengths of Choque chocolate:

- Unique and innovative packaging design: "The shape of the Choque chocolate packaging is uniquely designed with small chocolate cubes and covered in aluminum foil to maintain

hygiene. The packaging design is also adjusted to suit the flavor variants, and is arranged in a larger box. We have also obtained permission PIRT and halal certification. We make small and attractive packaging so that customers are satisfied with the appearance and various taste choices." (Interview with Aprizal, Factory Owner, 10 June 2023).

- Various flavor variants: "Our product has around 8 flavor variants, namely marshmallow, milo, peanut, cheese, matcha, oreo, blueberry and strawberry." (Interview with Aprizal, Factory Owner, 10 June 2023).
- Third, Qualified human resources: "We have a small team but quite potential in their field. The Choque chocolate business is running well thanks to the skills they have developed." (Interview with Aprizal, Factory Owner, 10 June 2023).
- Fourth, Quality raw materials: "Raw materials are very important for our business. With high quality raw materials, the selling value of the product also increases, so this business can be profitable." (Interview with Aprizal, Factory Owner, 10 June 2023).

Second, weaknesses are limitations that cause less than optimal performance. Analyzing strengths before weaknesses helps determine the basis for success and failure of a good idea. Weaknesses also become obstacles in meeting customer needs effectively (Rangkuti, 2015). The following are several points related

to the weaknesses experienced by Choque chocolate: first, Lack of confidence in product innovation to achieve targets:

- "There are suggestions from customers to add new variants to Choque chocolate, but we don't feel confident enough to make that decision. As a result, some customers feel bored with our products and don't make repeat purchases " (Interview with Aprizal, Factory Owner, 09 January 2024).
Second, Weaknesses in marketing: "We haven't really focused on selling products through social media, so many people don't know about Choque chocolate. Currently, we are more focused on resellers in various regions" (Interview with Aprizal, Factory Owner, 10 June 2023).
- Production equipment that is still manual: "One of the weaknesses we are currently facing is that the production process is still done manually because we do not use advanced technology. Choque chocolate production takes quite a long time, even though we are trying to optimize and plan production activities as best as possible" (Interview with Aprizal, Factory Owner, 09 January 2024).
- Limited product shelf life: "Our product does have a limited shelf life, initially only one week. After several trials, Choque chocolate succeeded in extending its shelf life to 14 days" (Interview with Aprizal, Factory Owner, 09 January 2024).

Third, opportunity is a process that involves individuals or groups utilizing certain efforts and resources to create added value

in order to meet needs. With opportunities in business, we can make the best use of them to contribute to the success of the business we run. Here are several points related to the opportunities that Choque chocolate has:

- Flavor variants that customers like: "We have 8 flavor variants, and the one that is most popular and often repurchased by customers is the cheese variant. This is because we use quality cheese, not cut stick cheese, but liquid cheese which makes it very popular with us customers" (Interview with Aprizal, Factory Owner, 09 January 2024).
- Has its own appeal, so it has potential in the future: "Choque chocolate has attractive packaging, which is an attraction for customers because packaging is often a determinant in evaluating products. Apart from that, our chocolate is made with a taste that is not too sweet, with a level the right sweetness so that it can be enjoyed by various groups. With this appeal, Choque chocolate has great opportunities in the future" (Interview with Aprizal, Factory Owner, 09 January 2024).
- There are no competitors in the same area, Koto Tuo IV Koto: "This is a big opportunity for us because in the Koto Tuo area there are no competitors selling similar products. We certainly will not waste this opportunity, and we will continue to try improving product quality so that customers are not

disappointed" (Interview with Aprizal, Factory Owner, 09 January 2024).

- Use of social media in the Choque chocolate business: "Social media is very important for business people in the current era of globalization. We also serve chocolate orders online via our Instagram account, @choque_arva. Apart from that, we also take advantage of this opportunity through our resellers" (Interview with Aprizal, Factory Owner, 09 January 2024).

Fourth, threats are conditions that are unfavorable for the business or business environment. Threats can also be a nuisance both now and in the future. Here are some threats that Choque chocolate may face:

- Competitors who sell similar products: "Even though there are no direct competitors in Koto Tuo, outside the area there are many competitors who sell packaged chocolates with brands that are better known to the public. To compete in the market, we make several efforts, such as improving service and sensitivity to customer needs, for example by adjusting the chocolate sugar content according to customer requests" (Interview with Aprizal, Factory Owner, 09 January 2024).
- Decreased customer interest: "We also experienced a decrease in customers because their interest decreased. This was caused by the durability of our product which only lasts for 14 days, so customers are hesitant to buy in large

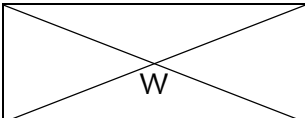
quantities" (Interview with Aprizal, Factory Owner, 09 January 2024).

- Competition in terms of product durability quality: "The chocolate we make comes from chocolate bars, which are stored in a cool, dry and dark place, such as in a food cupboard at a temperature below 21 degrees, so it can last quite a long time like other packaged chocolate " (Interview with Aprizal, Factory Owner, 09 January 2024).
- Increase in raw material costs: "This is quite a serious threat for us, because if we decide to increase the selling price of the product, we are worried that customers will switch. We try to maintain product quality, but if the price of raw materials increases, we will have difficulty determining prices "The solution we are trying is to look for other chocolate bar suppliers and limit production quantities to avoid losses" (Izza & Retnowati, 2021).

Fifth, the SWOT matrix is used to formulate strategies for improving product quality at the Choque chocolate business in Koto Tuo IV Koto, Agam Regency. This analysis helps understand strengths, weaknesses, opportunities and threats in order to maximize business potential.

Table 3

SWOT Matriks

	Strength (S)	Weakness (W)
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	<ul style="list-style-type: none"> a. Special and innovative packaging concept. b. Has many flavor versions c. The energy base of a quality person. d. Made from quality basic materials. 	<ul style="list-style-type: none"> a. Lack of self-confidence in renewing the product to achieve the target. b. There is a lack of sales. c. Creation equipment that is currently a manual. d. Era of product durability is very affordable.
<p>Opportunity (O)</p> <ul style="list-style-type: none"> a. Flavored version that many clients like. b. Having a certain attainable energy as a result of having 	<p>Strategi SO</p> <ul style="list-style-type: none"> a. Implement product differentiation strategies. b. Carrying out training training for employees so that the quality of 	<p>Strategi WO</p> <ul style="list-style-type: none"> a. Improve product features. b. Improve creation equipment more advanced to make chocolate choque easier. c. Increase the shelf life of the product

<p>c. opportunities in the future.</p> <p>d. There are no such competitors in similar areas in Koto Tuo IV Koto</p> <p>e. Choque chocolate business uses social tools</p>	<p>human resources is maintained.</p> <p>c. Use social tools to improve sales efforts.</p>	<p>in order to compete with such competitors who have a longer shelf life.</p>
<p>Treaths (T)</p> <p>a. Similar product competitors.</p> <p>b. Decreased customer attention.</p> <p>c. Competition for product quality and durability.</p> <p>d. Escalation of basic material payments.</p>	<p>Strategi ST</p> <p>a. Acting similar to actors in the field of online business or exploration services.</p> <p>b. Overall quality management (TQM) approach.</p> <p>c. Carrying out research and</p>	<p>Strategi WT</p> <p>a. Producing product quantities according to requests.</p> <p>b. Maximizing the use of activities or employees to carry out services and advertising.</p> <p>c. Increase creativity in products.</p>

	<p>product development activities</p> <p>d. Carry out research for basic material suppliers, to avoid losses if the price of basic materials from important suppliers rises.</p>	<p>d. Carry out product life cycle status observations.</p>
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Based on the SWOT analysis matrix above, it is known that the product quality improvement strategy carried out by Coklat Choque is to use the SO (Strengths and Opportunities) strategy. This strategy takes advantage of the strengths and opportunities that Chocolate Choque has to run its business. With this approach, the Chocolate Choque business can maintain and improve product quality and variety of flavors, while focusing on its advantages in order to provide satisfaction to customers and improve the technology used in production.

After determining the right business strategy, the next step is to implement this strategy to improve product quality, including:

1. Product Research and Development

Product research is very important to find out what types of products customers like, so that companies can produce products that suit market needs. Product development is an effort to create new products, improve, or modify old products to remain relevant in the market. This process involves observing the product life cycle, from planning, production, marketing, until finally entering the decline stage. Before a product reaches the decline phase, companies must work hard to develop replacement products that can improve quality.

2. Total Quality Management (TQM) Approach

In the era of globalization, competition is increasingly fierce, and only companies that can meet customer needs with the best quality are able to survive. TQM is a management system that makes quality the main strategy and focuses on customer satisfaction. This approach involves all members of the company and seeks to increase competitiveness through continuous improvements in products, work processes and work environments (Nurholiq et al., 2019).

3. Product Characteristics

To increase competitiveness, product quality can be improved through various product features or characteristics, both technical and non-technical. Technical characteristics include product features, design, size, packaging, branding and labels. Meanwhile, non-technical characteristics can include the company's reputation which is already widely known.

4. Product Differentiation Strategy

This strategy aims to create products and services that are considered unique in the industry. Companies that successfully implement differentiation will be recognized as companies with above average performance, as long as the additional costs incurred to be unique can be offset by greater benefits.

5. Benefits of Improving Product Quality

The main goal of improving product quality is for the product to become a market leader. High quality products are able to attract customers, avoid defects or damage, and build consumer trust. Apart from that, improving quality also contributes to company efficiency and productivity, which ultimately supports business growth and sustainability.

The benefit of improving product quality is that the company must have a clear policy regarding product quality. The objectives of improving product quality include: making the resulting product a market leader compared to other products, preventing defective or inappropriate goods from reaching customers, and increasing the attractiveness of the product so that it can attract customer interest and build their trust. Quality products also increase the company's efficiency and effectiveness, so that production capacity can increase. In addition, improving quality ensures the survival, growth and development of the company.

5. Conclusion

Based on the literature review and analysis of the discussion above, this research has conclusions. First, based on previous research related to the analysis of product quality improvement strategies in the Choque Chocolate business in Koto Tuo IV Koto, Agam Regency, it can be concluded that: SO Strategy: Increase the variety of product flavors to increase customer satisfaction, provide training to employees to maintain the quality of human resources, and utilize social media to expand marketing. ST Strategy: Collaborate with online business players or expedition services, implement Total Quality Management (TQM), conduct product research to extend shelf life, and conduct studies on raw material suppliers to anticipate price increases. WO Strategy: Increase confidence to increase product variations, update production equipment to make it more sophisticated, and extend product shelf life to be able to compete with products that have a longer shelf life. WT Strategy: Producing according to demand, optimizing the role of labor or employees in service and promotion, and increasing product creativity. With these strategies, companies can more easily achieve their vision and goals, as well as influence customer purchasing power.

Second, the shelf life of Chocolate Choque products was initially only 7 days, but through research and development, it can now reach 14 days, depending on the storage method. Choque Chocolate will continue to strive to improve product quality and durability so that it can compete with other products that have a longer shelf life.

The suggestion for this research is that, based on the research results, Chocolate Choque business owners are advised to maintain customer trust by improving product quality and providing training to employees regarding quality improvement strategies. Apart from that, updating production equipment so that the production process is faster and more efficient, so that it can better meet market demand. Lastly, extend the shelf life of the product so that it lasts longer.

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