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## SWOT Analysis in Business Development at Property Company PT.XYZ

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**Abstract:** SWOT analysis has become an important tool for identifying internal and external factors that influence company performance and strategy. The purpose of this research is to examine the use of analysis SWOT in business development at the real estate company PT. XYZ A qualitative approach is used to assess the strengths, weaknesses, opportunities and threats faced by PT. The analysis results show that PT XYZ has many key strengths, including a diversified real estate portfolio, strong reputation, and experienced management team However, there were weaknesses exposed, such as a reliance on real estate market cycles and a lack of presence in new markets

**Keywords:** SWOT Analysis, Business Development, Company Strategy

### INTRODUCTION

SWOT analysis has become an important tool for identifying internal and external factors that influence company performance and strategy. The purpose of this research is to examine the use of SWOT analysis in business development in corporate real estate companies. A qualitative approach is used to assess strengths, weaknesses, opportunities and threats that facing a company, SWOT Analysis is a useful tool for conducting strategic analysis(Adhitya & Christmastianto, 2017)

The analysis results show that PT.XYZ has a number of significant strengths, including a diverse property portfolio, a strong reputation, and an experienced management team. On the other hand, identified weaknesses include dependence on property market cycles and lack of presence in new markets. However, there are significant opportunities for growth in the fast-growing property market and geographical expansion. Threats faced include intense competition, regulatory changes, and market fluctuations.

The implication of this analysis is the need for PT. SWOT analysis is the systematic identification of various factors to formulate company strategy (Putong, 2003). An effective business development strategy must respond proactively to external threats. By thoroughly understanding these SWOT factors, PT.XYZ can design the right strategy for sustainable growth and business sustainability in the dynamic property industry.

The real estate industry is an economic sector that plays a central role in the growth of a country. Its presence not only meets the needs for housing and commercial space, but is also an important indicator of economic stability and investment. Rapid technological changes influence changes in people's behavior (Mashuri & Nurjannah, 2020). In Indonesia, as is the case in many other countries, the property industry faces complex and dynamic challenges, including regulatory changes, market fluctuations and increasingly fierce competition.

Analisis SWOT telah menjadi alat yang berguna bagi dunia bisnis untuk menganalisis kesehatan suatu perusahaan, Karena analisis SWOT merupakan metode yang terkenal dan dinilai efektif dan efisien sebagai alat yang cepat dan akurat untuk menemukan dan mewujudkan kemungkinan-kemungkinan yang akan muncul dengan adanya inovasi-inovasi baru dalam dunia bisnis (Saputra et al., 2023)

Facing complex market dynamics, real estate companies must be able to fully understand the internal and external factors that influence their performance and commercial strategy. SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis has proven to be a very effective tool in helping businesses identify key aspects that need to be considered in strategic planning.

Through this comprehensive SWOT analysis, it is hoped that the results of this research can provide valuable insight for PT. In this way, PT.XYZ can strengthen its position in the property market and remain a relevant and competitive player in an ever-changing industry.

## **METHOD**

This research uses a qualitative approach to conduct a SWOT analysis of PT.XYZ in the context of business development in the property industry. A qualitative approach was chosen because it allows researchers to understand in depth the factors that influence company performance and strategy. Data will be obtained through various sources, including internal company documents such as financial reports, annual reports and other strategic documents. In addition, interviews will be conducted with senior management and key employees of PT.XYZ to obtain their views on the strengths, weaknesses, opportunities and threats facing the company. Through this systematic research method, it is hoped that this research can provide a deeper understanding of PT.

## **RESULTS AND DISCUSSION**

In determining strategy, companies must pay attention to company environmental factors, both the internal environment and the external environment, so that the strategy used is appropriate and can have an impact on the company's development. (Mujiyani, 2023)

### **SWOT Analysis Factors**

- **Strengths:**

**Diverse Property Portfolio:** PT.XYZ has a property portfolio that includes various types, from residential to commercial properties. This provides a competitive advantage because it can reach various market segments.

**Strong Reputation:** PT.XYZ is known for its good reputation in the property industry, both from a construction quality and customer service perspective. Increase product promotion systematically through digital marketing

. With consistent digital marketing, consumer awareness of the product will increase (Rochmadika & Parantika, 2023). This reputation can be a valuable asset in winning the trust of customers and investors.

**Experienced Management Team:** The Company has a management team that is experienced and skilled in managing property projects from conceptualization to completion. This expertise is a supporting factor in achieving the company's strategic goals.

- Weaknesses:

Dependence on Property Market Cycles: PT.XYZ is vulnerable to property market fluctuations which can affect the company's financial performance and growth. This dependency can be an obstacle in planning long-term expansion.

Lack of Presence in New Markets: Despite having strength in the local market, PT.XYZ does not yet have a significant presence in the new property market. This can hinder company growth and limit portfolio diversification.

- Opportunities:

Rapid Property Market Growth: The property market continues to grow rapidly in Indonesia, especially in big cities and suburban areas. This opportunity can be utilized by PT.XYZ to expand and develop new projects.

Geographical Expansion: There is an opportunity to expand the geographic operations of PT. This expansion can help companies expand market share and reduce the risk of dependence on one location.

- Threats:

Intense Competition: The property industry is a highly competitive market, with many competitors operating in various segments. Intense competition can limit profit margins and suppress selling prices.

Regulatory Changes: Changes in government regulations regarding building permits, property taxes, or environmental policies can have a significant impact on PT.XYZ's operations and costs. This threat needs to be monitored carefully and handled with the right strategy.

### External and Internal Analysis

**Table 1. Analysis of External and Internal Factors for Property Companies**

No	Internal factors	External Factors
	<b>Strength</b>	<b>Opportunity</b>
1	1. Has various types of properties that cover various markets. 2. Property located in a favorable area 3. Stable financial conditions and good access to financing.	1. Stable economic growth increases demand for property. 2. Increased interest in environmentally friendly and high-tech properties. 3. New technology in property development and management
	<b>Weakness</b>	<b>Threat</b>
2	1. Heavy dependence on local markets. 2. High operational and property maintenance costs. 3. Long licensing and construction process.	1. Changes in economic conditions that can affect purchasing power. 2. Increasingly tight competition from other property companies. 3. Government policies that can be a challenge.

### Quadrants and Matrix

To determine the position of PT. XYZ in the SWOT matrix and quadrants, we will use the total score from IFAS (Internal Factors Analysis Summary) and EFAS (External Factors Analysis Summary). Matriks IFE (Internal Factor Evaluation) dan EFE (External Factor Evaluation) meliputi kolom, bobot, skor, dan nilai totalnya merupakan hasil perkalian bobot dan skor Kolom pembobotan dan pemeringkatan diisi dengan nilai yang dihasilkan dari pengelompokan faktor internal dan eksternal menurut kepentingannya (Mayang et al., 2020)

**Table 2. IFAS (Internal Factors Analysis Summary)**

No	Strength (Strength)	Weight	Ratings	Score
1	Reaching various market segments.	0.1 5	4	0.6 0
2	Trusted company in the property industry.	0.1 0	4	0.40
3	Experienced management team and staff.	0.1 5	3	0, 30
4	Property in a favorable area.	0.1 0	4	0 .60
5	Stable financial condition.	0.10	3	0.30

No	Weakness (weakness)	Weight	Ratings	Score
1	Heavy dependence on local markets.	0.1 0	2	0.2 0
2	High operational and property maintenance costs.	0.1 0	2	0, 20
3	The licensing and construction process is long.	0.1 0	2	0.2 0
4	Quality and performance risks from suppliers and contractors.	0.10	2	0.20
Total		1.00		3.00

The results of the IFAS analysis show that PT. XYZ has a number of strengths that can support its business development. The company has a diversified property portfolio, which allows the company to reach various market segments and reduces the risks associated with dependence on one type of property. A good reputation also gives PT. XYZ competitive advantage in attracting customers and investors, as well as increasing market confidence in the company.

**Table 3. EFAS (External Factor Analysis Summary Matrix)**

No	Opportunities (Opportunities)	Weight	Ratings	X Rating Weight Score
1	Stable economic growth.	0.15	4	0.60
2	New technologies in property development and management.	0.15	3	0.4 5
3	Interest in eco-friendly and high-tech properties.	0.1 0	3	0, 30
4	Expansion opportunities into domestic and international markets.	0.1 0	3	0.3 0
5	Partnerships with technology, construction, or financial companies.	0.10	3	0.30

No	Treath (Threat)	Weight	Ratings	X Rating Weight Score
1	Changes in economic conditions that affect purchasing power.	0.1 5	2	0, 30

2	Competition from other property companies.	0.1 0	3	0, 30
3	Government policies that can be a challenge.	0.1 0	2	0.20
4	Natural disasters or increasing environmental issues.	0.5	2	0.10
5	Limited strategic land for developing new projects.	0.5	2	0.10
Total		1.00		2, 95

EFAS analysis shows that PT. XYZ is in an environment full of opportunities. Stable economic growth increases demand for property, both residential and commercial, which can be utilized by PT. XYZ for expansion. New technologies in property construction and management can improve operational efficiency and property attractiveness to customers. The increasing change in consumer preferences for environmentally friendly and high-tech properties opens up new opportunities for PT. XYZ to develop products that fit this trend.

The total IFAS score of 3.00 indicates that PT. XYZ has sufficient internal strength to support its business development, although there are several weaknesses that need to be overcome. The total EFAS score of 2.95 indicates that the company is in an environment full of opportunities, but also faces several threats that must be managed effectively. With this understanding, PT. XYZ can formulate effective strategies to exploit strengths and opportunities, as well as overcome existing weaknesses and threats.

## CONCLUSION

Overall, PT. XYZ is in a good position to capitalize on its strengths and opportunities, while also needing to work hard to address existing weaknesses and threats. A sound strategy will involve using internal strengths to take advantage of external opportunities, as well as developing plans to mitigate weaknesses and avoid threats. Thus, PT. XYZ can continue to grow and succeed in the competitive property industry.

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